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the American Perfumer and ESSENTIAL OIL REVIEW

COSMETICS • SOAPS • FLAVORS

Established 1906

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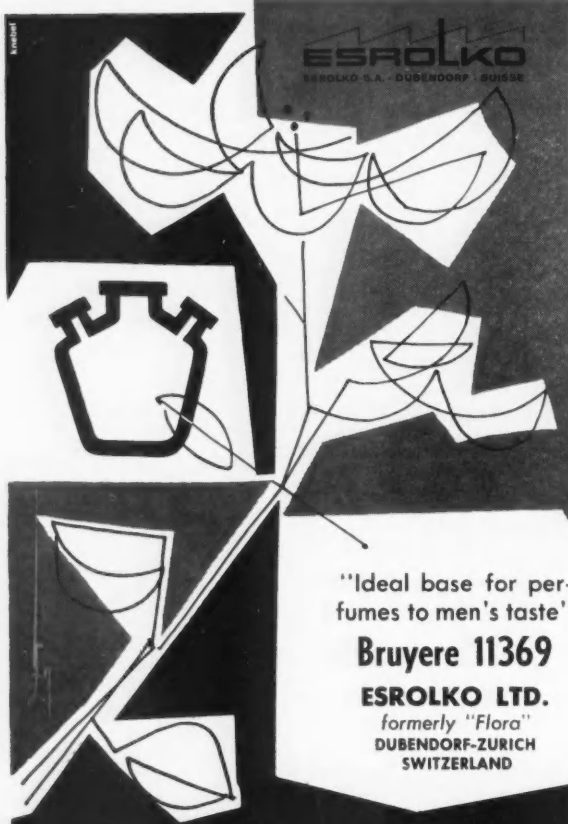
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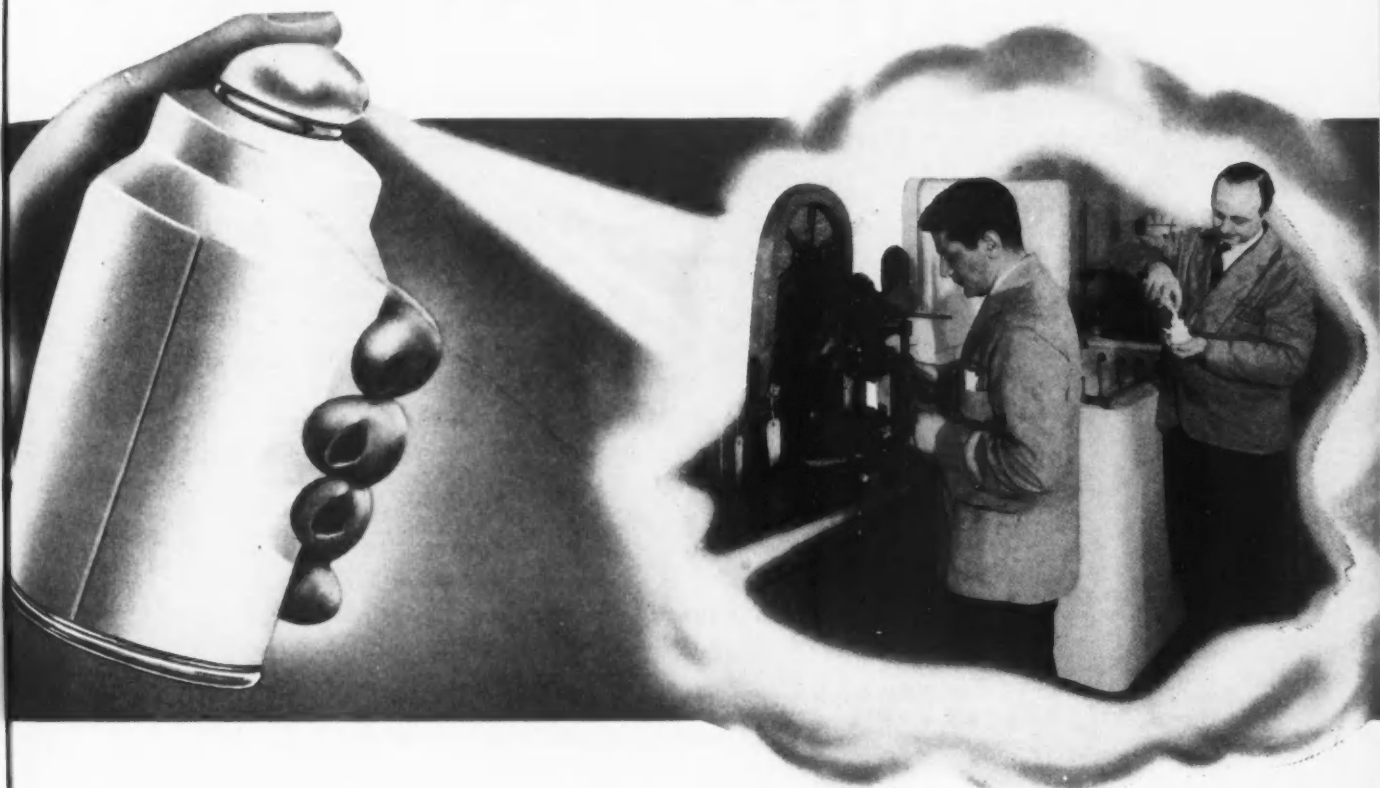
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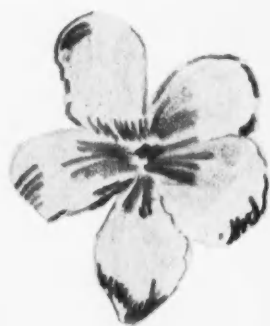
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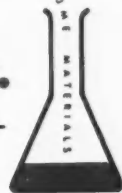
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2. SOAPS AND DETERGENTS.

By E. G. Thomssen, Ph.D. and J. W. McCutcheon, M.A., D.C.I.C. A volume for the practical soap maker. Synthetic detergents thoroughly discussed. Tabulates 250 surface active agents, their classification, trade names, manufacturers and application in the soap industry. Covers continuous soap making processes, soap perfuming and coloring, equipment, processes and methods. Up-to-date, authoritative. 511 pp., 66 illus. \$9.25 postpaid.

3. THE FUNDAMENTALS OF DETERGENCY.

By William W. Niven, Jr., Research Chemist & Consultant, Midwest Research Institute. A thorough-going treatment of the theory and practical applications of detergency. Discusses: 1. The effects of composition, concentration, temperature and added electrolytes on the nature and properties of aqueous detergent solutions; 2. The fundamental actions which constitute detergency and the role of detergents in aiding these actions; 3. The means of utilizing the various fundamental detergent actions in laundering (a typical application). 260 pp., illustrated. \$6.75 postpaid.

4. MANUAL FOR THE ESSENCE INDUSTRY.

By Erich Walter. Comprises modern methods with formulas for making all kinds of essences for liquors and alcoholic drinks, fruit juices and jams, mineral waters, essences of fruits and other vegetable raw materials, essences for confectionery and pastry. Describes raw materials and laboratory practice. Discusses taste and the transfer of flavor to foods and beverages. A standard work for many years. Contains 427 pages, 37 illustrations. \$8.25 postpaid.

5. PERFUMERY SYNTHETICS AND ISOLATES.

By Paul Z. Bedoukian, Ph.D. This carefully compiled volume supplies a genuinely felt want for authoritative data on perfumery synthetics. The work contains the history, chemistry, physical and chemical properties, manufacture, uses, and other pertinent data of the principal perfumery compounds; and covers the important perfumery synthetics. A complete index adds to the value of this useful book. 488 pages, \$8.75 postpaid.

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7. HANDBOOK OF COSMETIC MATERIALS.

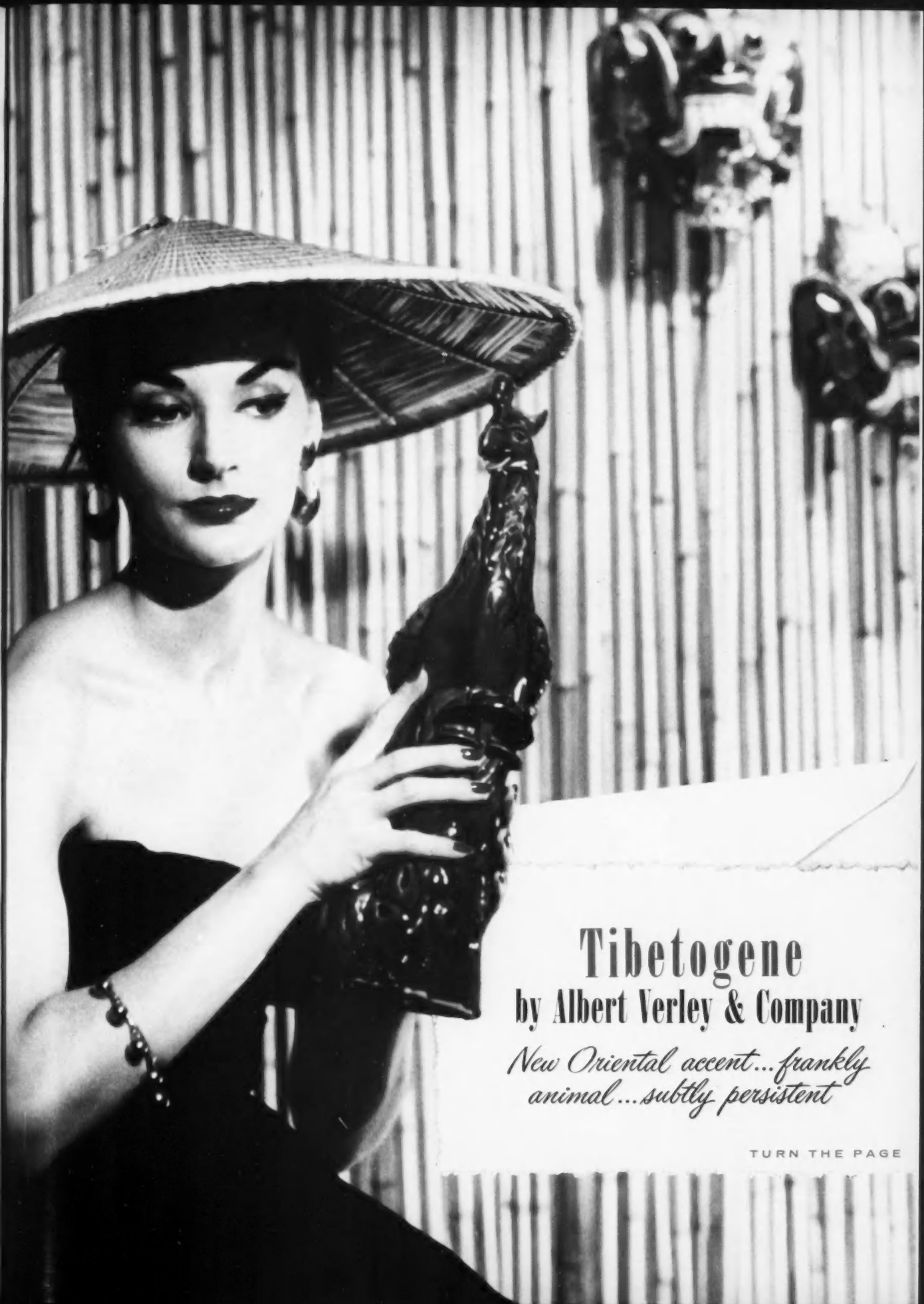
Their Properties, Uses, and Toxic and Dermatologic Actions. By Leon Greenburg & David Lester. With a chapter on The Skin by Howard W. Haggard. Contains alphabetical listing, with frequent cross references, of information on approximately 1,000 substances. For each compound gives: Formula (including collateral names); Properties; Uses; Toxic Action; Dermatologic action. Exhaustive bibliography. Essential for Manufacturing Chemists, Cosmetic Industry, Chemical Specialties Industry, Dermatologists, Allergists, Industrial Hygienists. Published 1954. 467 pp. \$12.75 postpaid.

8. MODERN COSMETICOLOGY.

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Cold Cream vs. Borax

There are a lot of reasons I guess, why borax is commonly used as the sodium alkali in beeswax cream formulations. But have you ever tried another alkali to be the source of sodium ions? There is sodium phosphate for example; or still more simple, sodium hydroxide. Of course boric acid buffers well, is safe on the skin but is poorly water soluble. Phosphoric acid buffers well too and it is quite soluble in water. Sodium hydroxide, unfortunately introduces problems of pH due to lack of buffer, but this problem is not impossible to overcome.

I'll be interested in any observations readers may have on this.

Hand Dermatitis

Jambor and Suskind (J. Invest. Dermatol., 24, 379, 1955) tested a limited group of 57 patients who claimed their hand dermatitis was due to soaps or detergents. In the course of the study, the following contactants were patch tested.

5% NiSO_4
2% CrCl_2
1:1000 HgCl_2
5% $\text{K}_2\text{Cr}_2\text{O}_7$
2% CoNO_3
Copper foil
Tin foil
Aluminum foil
Nickel coin
Lucite
Cellulose acetate
Cotton
Lambs wool
Asbestos
Latex
5% Formalin
2% Phenol
5% Cresol
1% Resorcin

1:1000 Merthiolate
1% Sodium lauryl sulfate
1% Sodium alkyl benzene sulfonate
5% Sudan III
1:5000 Poison ivy
5% Methyl orange
1:1000 Trichophytin
50% Turpentine
2% p-Phenylenediamine
5% Benzovaine
2% F D and C dyes
Yellow 3
Yellow 4
Yellow 5
Yellow 6
Orange 1
Orange 2
Red 1
Red 2
Red 32
Red 4
25% KI
1% AgNO_3
Primary etiologic factors in seventeen cases as determined by patch test and usage test or culture are the following.
Blue printing ink
Cologne
Rubber gloves and rubber girdle
Monilia albicans
Shampoo and nickel
Rhus toxicodendron
Hand lotion
p-Phenylenediamine
Chromate employed in tanning
Shoe leather
Phenolphthalein
Nickel (2)
Lathe coolant
Kerosene and xylene
F D and C certified dyes Yellow 3 and Orange 2
Lanolin
Soaps and detergents did not act as sensitizers in any of the cases.
In a succeeding article by Jambor

(*Ibid.*, p. 387) twenty-two more cases were studied using soaps and detergents. Jambor concludes that using a technique of passive single immersion for thirty minutes at 105° F., persistent irritation was not produced by any of the soaps and detergents used. The author concedes that this may be due to the fact that the immersions were too short and of insufficient frequency. However, all patients in both studies had a history, so they claimed, of hand dermatitis aggravated by soaps or detergents. Nine different soaps and detergents were used in patch tests.

Notes

Walker is talking about thionitrites as reducing compounds (possibly in waving or depilatories). . . . Atlas Powder Co. has had the conviction to publish facts regarding emulsion spoilage (in products containing Spans, Tweens or Arlex or all three) and find that Sorbic Acid at the rate of 0.2% is the answer. . . . Looks like glyceryl p-aminobenzoate is the big sunscreen this summer. . . . When is a perfume or when is a cologne or toilet water—there being no standard for either? . . . Reader Dave Stewart in Hamilton (Ontario) has sent me a newspaper clipping entitled "Blondes" by J. V. McAree taken from Toronto's "Globe and Mail"—he has me confused with several other fellows we both know (in the New York area). . . . The Givaudanian's new editorial contents are good reading—especially story on aerosols in May issue—reporting that in 1953, 70 per cent of consumers were satisfied with aerosol products, 22 per cent partially so and 2 per cent dissatisfied. . . . One can't help but wonder if the dissatisfied figure represents the facts because it is quite low

Our finest quality glass stoppered bottles
for perfume and toilet water

Tester Bottles

Left: No. H-900 (footed)
No. S-7222 elongated stopper

Right: No. H-900
No. S-300 elongated stopper



No. 352

Available in 7 sizes from $\frac{1}{8}$ oz.
to 8 oz. Supplied plain or with
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. . . wonder what it is now. . . . Our British contemporary S.P.C.'s annual yearbook and buyer's guide is at hand—Fred Wells edits this into a valuable and annually different yearbook. For example, this year it has articles on British and French contributions to cosmetics among other articles but somehow missed the U. S. side of the story. How come, Freddy? In any event, this yearbook gives a good picture of the British end of cosmetics in particular, though it is international in flavor. . . . I was pleasantly surprised to learn that there is an Association of Research Directors in the U. S. . . .

Arachidic alcohol of German origin is available at less than 70 cents a pound in New York. . . . Photosynthesis is essentially a photo-electric current flowing from water through chlorophyll to disulfides, according to a recent theory. . . . Schimmel's recent data sheets on correct propellant for various aerosols is very useful. . . . Ralph Harry's revised edition of Modern Cosmeticology has just been released by Leonard Hill, British publishers. Congratulations, Ralph. It is a big job you have completed. We will be reviewing it soon. Schirren (J. Invest. Dermatol. 24, 485, 1955) reports that pH values for

skin surfaces using glass or quinhydrone electrodes are essentially the same. Values for different parts of the arm and hand vary from 5.39 to 5.14. . . . Have you ever tried lanolin oil (the fluid distilled part of lanolin) in face powder? . . . Eastman Kodak have a polyethylene polymer used to upgrade expensive high melting point waxes, animal, vegetable and mineral. . . . Many thanks to Ernesto Boehme for sending me his "Vocabulario, Español-Inglés" and vice-versa—it is a Spanish dictionary of terms used in the soap, cosmetic and perfumery industries.

Questions & Answers

1159: Fragrances

Q. I've been a subscriber to *The American Perfumer and Essential Oil Review* for a number of years and have gained a smattering of information about perfume materials. In addition I have acquired several books: *Formulary of Perfumery* by R. M. Gattefosse, *Volume II of Perfumes, Cosmetics and Soaps* by Poucher, *Perfume Album* by Jill Jessee and *Perfumery Synthetics and Isolates* by Bedoukian. These contain much information about perfume materials but do not shed much light on the compounding of perfumes. The *Formulary of Perfumery* is admittedly not a text on compounding as Gattefosse states in the introduction that the formulary does not teach the compounding art. Also, I would not recognize the formula for a fine perfume unless it was pointed out to me. It may be significant that as Gattefosse says, "A tasteful innovation, generally summarized in ten line formulae, will have as much value as those of fifty or more put forward by compounders who add yet another stone for their unfinished building." *The American Perfumer* for November, 1954, page 356, gives a description of a fine perfume by Philip Cortney under the title, "What Is A Fine Perfume?" It is my desire to produce a truly delightful, though not necessarily original, perfume of high quality from the finest materials. First, for the sake of being able to make something fine and then, having produced it, to offer it for sale for the enjoyment of those who will use it. Your help and guidance will be most appreciated. Reply postage is enclosed. C. C. B., Calif.

A. It is not a simple matter to compound the type of fragrance in which you are interested. To begin with, fragrance is not a thing that is uniformly accepted by all. As you know, some like one odor and others do not. What might be a lovely fragrance to you might be undesirable to others. Some of the most successful fragrances on the market today are not of our personal liking. Accordingly, our tastes are no criteria either.

On the other hand, to do the job you are trying to do takes much patient experimentation to first train the nose to recognize odor complexes and then to be able to reproduce these complexes yourself. Perfumers whose job it is to do this, do not find it easy, and have had many years of training. Therefore, any chance of doing this yourself with your limited experience is exceedingly small. Our suggestion is for you to write to a few of the advertisers in *The American Perfumer* and tell them the type of perfume compound that interests you, the price you are able to pay and then use their compound in making the fragrance you wish to sell. If you are still interested in doing further experimental work, there are a few foreign books on perfumery, some in German and others in French which give many formulations. You would have to pick out the types which interest you, buy the materials and do your own compounding. Some of these books are available from the book department of *The American Perfumer*. You will find them listed in one of the advertising pages of the magazine.

1160: Egg Shampoo

Q. We would be very grateful if you could send us a formula for a good egg shampoo. J. T. M., N.Y.

A. In reply to your postal card of recent date, we are enclosing a reprint which might help you in formulating an egg shampoo. The following suggestion can be used as a starter. To make egg shampoo, add 5 per cent dehydrated whole egg, hydrolyse and pass through colloid mill or homogenizer.

| | |
|-----------------------------|-----|
| Fatty Alcohol Sulfate paste | 50 |
| Sodium Stearate | 8 |
| Water | 41 |
| Lanolin | 1 |
| | 100 |

1161: Formulas

Q. Thank you for the information you gave me on August 3, 1954. I would like to know where I could find the catalog that contains shampoo formulas, rinse formulas and formulas for dandruff, etc. As I experiment with many types of shampoos, I would like to know the names and addresses of companies that make synthetic soaps. H. C. W., Ariz.

A. We do not know of any one catalog or for that matter a book that has all the material you imply you need. We suggest that you write to the following companies for any formulation data they might have for use along the lines you have in mind. Atlas Powder Company, Wilmington 99, Delaware. Carbide and Carbon Chemicals Corporation, New York 17, New York. Rohm and Haas Company, Philadelphia 5, Pennsylvania. American Alcolac Corporation, Baltimore 26, Maryland, and Glyco Products Company, Inc., Brooklyn 2, New York. Meanwhile, we are enclosing a reprint of an article on shampoo formulations which you might find useful.



HEXACHLOROPHENE-G-11[®]-and **HEXACHLOROPHENE LIQUID SOAP** **NOW U.S.P.**

We are pleased to announce that hexachlorophene and hexachlorophene liquid soap have been included in the fifteenth revision of the Pharmacopoeia of the United States.

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Vanishing Cream Formulation

The choice of emulsifier. . . .
Formulas and working instructions

V. VASIC*



VANISHING creams of the present day are emulsified with alkalis including the hydroxides and carbonates of sodium and potassium, borax, triethanolamine, ammonia and with nonionic emulsifiers such as polyol stearates with or without their ethylene oxide derivatives.

One part of potassium hydroxide will combine with five parts of stearic acid to produce six parts of soap.

| | |
|------------------------------|-------|
| Stearic acid, triple pressed | 13.0% |
| Spermaceti | 1.0% |
| Almond or Olive oil | 1.0% |
| Stearyl alcohol | 0.9% |
| Glyceryl monostearate | 1.0% |
| Mineral oil | 0.5% |
| Propyl p-Hydroxybenzoate | 0.2% |
| Glycerin | 4.0% |
| Water, distilled | 73.0% |
| Potassium Hydroxide | 0.4% |
| Perfume | q.s. |

Working Instructions. In a steam jacketed pan stearic acid is melted with all other fatty ingredients, preservative and humectant. The temperature should not exceed 75° to 80°C. In a second steam jacketed pan water is heated and temperature is raised to 75° to 85°C. After that, one third of the water should be transferred to a cooling vessel equipped with a mixer. The

fatty phase is now added to the cooling vessel. After this potassium hydroxide is dissolved in the remainder of the water. After starting the stirring mechanism, water with dissolved potassium hydroxide is added to the fatty phase. The mixture is stirred until the temperature falls to 55° to 60°C., then the perfume is added. The stirring is continued until the temperature falls to 50°C. After that the cream is transferred to suitable vessels and stored for five to six days before it is filled into its final receptacle.

Sodium hydroxide is used to give creams of greater hardness. One part reacts with seven parts stearic acid. Working instructions are the same as for potassium hydroxide creams.

| | |
|------------------------------|---------|
| Stearic acid, triple pressed | 16.00% |
| Glyceryl monostearate | 3.00% |
| Cetyl alcohol | 1.00% |
| Almond or Olive oil | 1.00% |
| Mineral oil | 1.00% |
| Propyl p-Hydroxybenzoate | 0.20% |
| Propylene glycol | 6.00% |
| Water, distilled | 71.44% |
| Sodium Hydroxide | 0.16% |
| Potassium Hydroxide | 0.20% |
| Perfume | q.s. |
| | 100.00% |

* Digest of an original article with italics supplied by M. G. deNavarre from *Perfumery & Essential Oil Record*, May 1955, p. 147.

Sodium and potassium carbonate produce good creams, but the liberated carbon dioxide must be completely removed during processing. Part of the carbonate is best replaced with other alkali like the hydroxides, triethanolamine or borax. One part of potassium carbonate, anhydrous, combines with four parts of stearic acid.

| | |
|------------------------------|---------|
| Stearic acid, triple pressed | 16.00% |
| Olive or Almond oil | 1.60% |
| Glyceryl monostearate | 0.50% |
| Mineral oil | 1.00% |
| Propyl p-Hydroxybenzoate | 0.20% |
| Glycerin | 7.50% |
| Water | 75.00% |
| Borax | 0.70% |
| Potassium carbonate, exsicc. | 0.50% |
| Perfume | q.s. |
| | 100.00% |

Working Instructions. (1) Place 62 kg. of water in steam jacketed pan and dissolve borax and potassium carbonates therein with aid of heat. Continue heating until temperature reaches 80°C.

(2) To second steam jacketed pan add rest of the water (10 kg.), glycerin, stearic acid and glyceryl monostearate, and heat to 80°C.

Strain part (1) into cooler followed by part (2) also through strainer and commence mixing. Add olive or almond oil and mineral oil in which the propyl p-hydroxybenzoate has been dissolved. When temperature has dropped to 55°C., perfume is added and mixing and cooling continued. The cream is removed to stainless steel containers 20 minutes after adding perfume and set aside for 24 to 36 hours before filling into jars.

Triethanolamine creams are soft but pearly. One part combines with two parts stearic acid.

| | |
|------------------------------|--------|
| Stearic acid, triple pressed | 13.0% |
| Cetyl alcohol | 2.0% |
| Lanolin | 2.0% |
| Mineral Oil | 1.0% |
| Propyl p-Hydroxybenzoate | 0.2% |
| Propylene glycol | 9.0% |
| Water | 72.0% |
| Triethanolamine | 1.0% |
| Perfume | q.s. |
| | 100.0% |

Working Instructions. In a steam jacketed pan heat to 70° C., the stearic acid, cetyl alcohol, lanolin and mineral oil. In a second steam jacketed pan heat the triethanolamine and water to boiling, transfer to a cooling vessel and then add the melted fatty phase to it with constant stirring. After mixing for about 30 minutes the propylene glycol, in which propyl p-hydroxybenzoate has been dissolved, is added. Continue with even stirring while cooling until a heavy, smooth cream is obtained, and then stir occasionally until cold. Perfume added at 50° to 55°C. The cream will become thinner as it cools. After that the cream is transferred to suitable vessels and stored for five to six days before it is filled in its final receptacle.

Borax is best used in combination with one of the other alkalis. One part combines with 1.4 parts of stearic acid.

| | |
|------------------------------|--------|
| Stearic acid, triple pressed | 16.0% |
| Cetyl alcohol | 0.6% |
| Glyceryl monostearate | 0.5% |
| Almond or olive oil | 2.0% |
| Mineral oil | 1.0% |
| Propyl p-Hydroxybenzoate | 0.2% |
| Water, distilled | 70.4% |
| Glycerin | 8.0% |
| Triethanolamine | 0.6% |
| Potassium carbonate, exsicc. | 0.6% |
| Borax | 0.1% |
| Perfume | q.s. |
| | 100.0% |

Working instructions. (1) In a steam jacketed pan place stearic acid, cetyl alcohol, mineral oil, propyl p-hydroxybenzoate, glycerin and 1/5th of total water amount and heat to about 80°C.

(2) In a second steam jacketed pan put the remainder of the water and dissolve potassium carbonate and borax therein with the aid of heat, bringing the temperature to about 80°C.

(3) Put glyceryl monostearate in a cooling vessel equipped with a mixer, pour on (1) and start the stirring mechanism. When glyceryl monostearate is dissolved, add (2), taking care to avoid over-frothing. When frothing ceases add triethanolamine mixed with almond oil. When cream begins to thicken add perfume and continue stirring. Take off at about 50°C., and store in stainless steel containers for 24 to 36 hours before filling in jars.

Ammonia creams when made are pure white but get darker with age. Dilute ammonia not over 7 per cent should be used. One part 25 per cent ammonia combines with 4 parts stearic acid. Ammonia creams are especially suited for brushless shaving.

Nonionic emulsifiers produce neutral creams with increased resistance to freezing and electrolytes.

| | |
|---------------------------------------|--------|
| Stearic acid, triple pressed | 15.0% |
| Sorbitan monostearate | 2.0% |
| Sorbitan monostearate polyoxyethylene | 1.5% |
| Mineral Oil | 1.5% |
| Water | 74.8% |
| Glycerin | 5.0% |
| Preservative | 0.2% |
| Perfume | q.s. |
| | 100.0% |

Working Instructions. Melt together stearic acid, sorbitan monostearate, sorbitan monostearate polyoxyethylene derivative and mineral oil, and raise the temperature to 90°C. Separately heat water, glycerin and preservative to 95°C., and add to the fatty phase. Occasionally stir until the temperature drops to 25°C. Re-work and pour 24 hours later.

The most common purchase by tourists in France is still perfume. Your travel agent or Paris hotel can recommend several perfume specialty shops. You get a good sized discount, can have your purchases hand-somely wrapped as individual gifts. Some perfume manufacturers restrict export to one bottle of perfume per person. But the bottle may be of any size ranging from a half ounce to a liter.—*Business Week*.

Mechanism of Percutaneous Penetration and Absorption

STEPHEN ROTHMAN, M. D.*



IN this discussion the term "percutaneous absorption" will be used as meaning the penetration of material through the skin into the blood stream. To indicate penetration from the outside into the skin but not beyond it, I shall use the term penetration.

There are two main pathways for penetration into and absorption through the mammalian skin: the trans-epidermal and the transfollicular routes¹ (Fig. 1).

Trans-epidermal Absorption

In the early 1920's the German physiologist, Hermann Rein, demonstrated in the epidermis of human

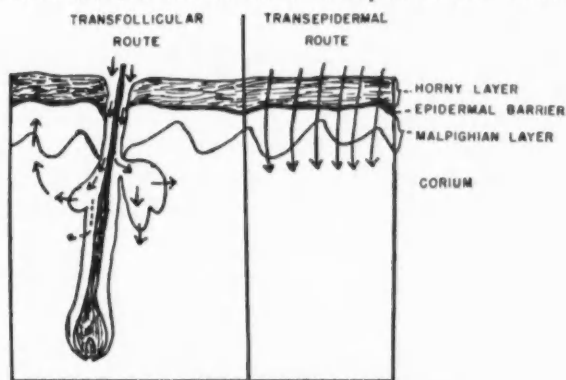


Fig. 1.—Routes of percutaneous absorption.

skin the presence of a rather superficially situated barrier for water, electrolytes and possibly for water-soluble non-electrolytes such as glucose. On the basis of electrophysiological experiments and experiments with

dyes he came to the following conclusions: (1) this membrane lies at the boundary of cornified and non-cornified epidermis, somewhere in the region of the stratum lucidum; (2) it is a single cell layer with negative electric charge and is impermeable for anions; and (3) cations tend to move inward across the membrane but will be held by electrostatic forces whereby easily demonstrable diffusion potentials develop. Long ago I suggested that this barrier has the characteristics of an electric double layer, the outer horny layer having a strongly acid, and the inner epidermal layer, a slightly alkaline reaction while the proteins of the interposed membrane layer are at their isoelectric point.

The lipid film of the skin surface may delay percutaneous absorption only to a minimal degree because its constituents are miscible with water and permit the penetration of both water- and fat-soluble materials. Similarly, the loose part of the horny layer (stratum disjunctum) cannot be regarded as a true barrier for anything because it has large pores and is permeated even by gross molecule aggregates. However, a great number of substances are held below the stratum disjunctum just at the site of Rein's membrane.

The best evidence that this "superficial barrier" exists and is somewhere at the lower end of the horny layer has been recently brought forward by Szakall^{2,3} when he successfully isolated at that level a fine membrane in human skin which showed quite specific properties. He took advantage of Wolf's⁴ Scotch Tape method which makes it possible to strip off the horny layer in extremely thin subsequent sheets in living subjects.⁵

In the description of Szakall these sheets consist of fairly coherent horny cells but if the groups of cells are treated with fat solvents they fall apart into tiny grains, "like sand." After an average of eight Scotch

* Section of Dermatology, Department of Medicine, University of Chicago. Dr. Rothman won the first special award of \$1,000 of the Society of Cosmetic Chemists for his accomplishments in dermatological research. Paper presented at the December 9, 1954 meeting of the Society of Cosmetic Chemists and reprinted from the Journal of the Society of Cosmetic Chemists Vol. VI No. 3.

Tape applications, the lower end of the horny layer is reached. Below it a fine, thin membrane can be separated which has a tough, apparently fibrous structure. It is snow-white and rather transparent. The fibrils which form a fine network correspond with the fine folding lines of the surface. The membrane has a high tensile strength and is elastic. It remains coherent after treatment with fat solvents.

The membrane is rich in histochemically demonstrable sulfhydryl groups indicating that it is identical with Giroud's keratogenous zone. In this zone, just above the living cells of the Malpighian layer, apparently there is an unfolding of coiled polypeptide chains whereby hidden sulfhydryl groups come to the surface. The unfolding seems to bring sulfhydryl groups of neighboring chains in close proximity to each other so that the so-called "oxidative disulfide closure," the most characteristic chemical feature of keratinization, can occur (Fig. 2). Indeed Szakall finds no sulfhydryl reaction at all in the upper noncoherent layers of the stratum corneum as if all sulfhydryl groups of the keratogenous zone had been built into disulfide cross bridges or disappeared otherwise.

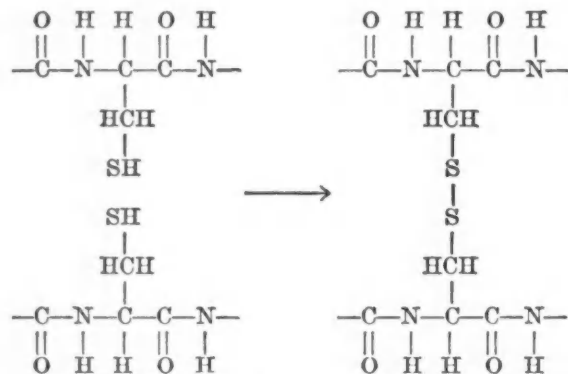


Fig. 2.—Formation of disulfide bond.

Szakall also finds that if he continues the stripping with Scotch Tape beyond the barrier membrane the surface becomes moist. This indicates that the Malpighian layer has been reached. Lipid droplets are seen on all the horny sheets and also on the top of the barrier membrane. But below the barrier no free lipids can be seen on the denuded surfaces.

Regeneration of injured tissue is different according to whether the barrier has been damaged or not. As long as the stripping does not reach the barrier, the Scotch Tape irritation heals rapidly leaving no trace. If the barrier is stripped, healing is associated with hyperpigmentation. Below the barrier the denuded epidermis shows great vulnerability to chemical injury. Oxidizable substances, such as leucomethylen blue, ferrous salts, quinyhydrone, are promptly oxidized with tissue necrosis resulting. Thus the protecting action of the barrier becomes obvious. In contrast to the avid oxidizing potentiality of the rete, the barrier and the horny layer have a conspicuous reducing action.

According to Szakall the barrier is the most acid layer of the epidermis (Fig. 3) with a minimum of about pH 5. With the cornifying cells ascending in the horny layer the pH gradually increases. Below the barrier, the pH again increases until it gets close to 7.4, the pH

of blood. It seems that circulation of the fluid of intercellular spaces (the "Saftströmung") stops at the barrier.

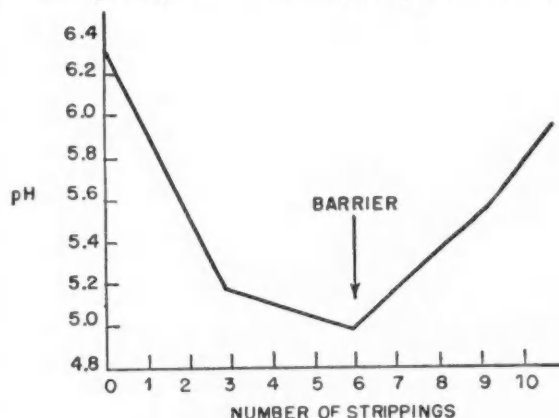


Fig. 3.—pH of epidermal layers.

No work has been done as yet with the isolated barrier membrane concerning its permeability, but it is known from previous experimentation that it is permeable for substances which are freely miscible with lipids, mainly with cholesterol and phospholipids. These are the so-called "lipid-soluble substances" which penetrate with great ease through the epidermis and reach the blood stream almost instantaneously if applied to the intact skin surface. This, of course, reminds one of the old lipid theory which postulated that all cells have a lipid membrane consisting mainly of a cholesterol-phosphatide mosaic, and that a substance can penetrate into the cell and through the cell if it is taken up by this membrane. It was shown in fact that materials which either precipitate or dissolve cholesterol greatly increase transepidermal absorption and, *vice versa*, presence of cholesterol in an ointment base (e.g., lanolin) slows down the absorption of incorporated medicaments as if the added cholesterol would reinforce the lipid membrane of the absorbing cell.

The so-called lipid-solubility is not quite identical with solubility in fat solvents. Apparently absolutely hydrophobic materials such as petrolatum and related hydrocarbons are not absorbed, and it was often assumed that there must be an optimal range of ratio of solubilities in water and in fat solvents (good solubility in fat solvents and moderate solubility in water) to insure transepidermal absorption. One fact is definitely ascertained, namely, that polar compounds penetrate through the epidermis with great difficulty if at all, while lipid-soluble materials, which are soluble also in water to some degree, penetrate with ease. One example is that of nondissociated salicylic acid which is absorbed abundantly as contrasted to sodium salicylate which is not absorbed at all through the epidermis. Another example is that of poisonous alkaloids such as strychnine, nicotine and the alkaloids of opium. The free bases penetrate with great ease while their aqueous salts do not. The same is true for pharmacodynamically active substances such as histamine, epinephrine, acetylcholine, etc.

Practically important is the relatively easy absorption of the lipid-soluble vitamins and hormones. The controversial question of whether sex hormones are absorbed or not should indeed not be controversial and

subject of polemics. If estrogens, in lipid-soluble form, are applied to the intact skin they will be absorbed. This has been proved in animal experiments as well as clinically in man many times beyond doubt. Of course, whether demonstrable effects of this absorption will appear depends on the dosage. Admittedly, a certain fraction of the hormone will be bound and in due time metabolized by elements of the skin but the rest will easily get into the blood stream.

How completely the epidermal barrier hinders the penetration of water and electrolytes is not yet clarified mainly because in most experiments epidermal and transfollicular absorption have not been separated. Recent work with tritium oxide by Pinson concerning water strongly suggests that water does penetrate the human skin and that it penetrates in form of water vapor. It is known that in the gaseous form any substance may pass the barrier easily, and according to Pinson's experiments water is not an exception. Still, we do not know yet whether the water actually passes through the epidermal barrier or whether it is absorbed by the transfollicular route.

Experiments with radioactive salts have not yet yielded conclusive results in human skin. The most impressive findings are those of Loeffler and Thomas with radioactive strontium chloride ($\text{Sr}^{90}\text{Cl}_2$) solution through the shaved skin of rats. They found quite considerable absorption. However, here again we do not know the route of absorption, and what is even more important, these authors found that the absorption is four to five times greater through injured than through intact epidermis. Thus it appears that even if the barrier is not an absolute barrier it certainly hinders quite effectively the penetration of electrolytes.

Transfollicular Absorption

The pathway through hair follicles, in contrast to the transepidermal route, does not require passage through a barrier but leads through an air-filled canal to the mouth of the sebaceous glands the cell membranes of which are much more penetrable than is the epidermal barrier. From the sebaceous glands materials may penetrate downward into the corium and from there into the blood stream or upward into the epidermis. There the material may reach the barrier from below but will not penetrate through it (Fig. 1). Also the sidewalls of the follicles, the follicular epithelium, are less resistant to penetration than is the surface epidermis, and material may break through these sidewalls into the corium (Fig. 1). Such routes of absorption through the pilosebaceous apparatus have been shown to exist for an extremely large number of materials. Just to mention two important examples, metallic mercury and sulfonamides are absorbed by the follicular route but cannot pass the epidermal barrier.[†] Because a great number of substances can be absorbed only through the follicles, it has been assumed that if small amounts of water and electrolytes are absorbed this goes *via* follicles. But direct evidence for this assumption is still lacking.

I am confident that all these problems of percutaneous absorption will be solved soon by the use of radioisotopes and of radioautograph techniques. Studies on

permeability of the isolated epidermal barrier of Szakall also will help to differentiate more clearly the pathways of percutaneous absorption.

Practical Applications of Percutaneous Absorption

The easy absorption of lipid-soluble hormones, vitamins and other pharmacologically active agents through the skin has often brought up the old problem as to whether percutaneous application of drugs has any advantage over the peroral or parenteral administration. Percutaneous application as contrasted with systemic administration, certainly enables us to create, at least temporarily, a higher concentration of the drug at the site of the local application in the skin tissue than is possible with any other method. Such locally high concentrations at the site of application has been unequivocally proved in many instances, particularly for hormones. We have shown, for instance, that in the guinea pig unilateral percutaneous application of estrogens to a nipple will cause unilateral swelling and unilateral hyperpigmentation as long as the dosage remains small. However, larger doses applied unilaterally result in bilateral swelling and hyperpigmentation due, of course, to absorption into the blood stream. It is quite obvious that the dosage of a hormone *via* the skin never can be as accurate as by mouth or by injection. The danger that the impatient patient who wants to get rid of her facial wrinkles in a great rush and who will put on an excess amount of hormone cream is much greater and much more difficult to prevent than if the hormone is given systemically. This is probably the reason that many physicians are rather opposed to the use of hormone creams. While a fraction of the hormone will be bound and metabolized by the skin, an undetermined ratio will be absorbed into the blood and will have systemic effects. The inherent danger of overdosage of hormones if given through the skin in a rather uncontrolled fashion is indeed quite serious.

Of course, the principle of topical dermatotherapy as a whole rests on the creation of a locally high concentration of drugs in the skin without appreciable systemic effects. However, in dealing with lipid-soluble materials which penetrate with ease through the epidermis, one should always be aware of the possibility of massive absorption and consequent undesirable systemic effects. A particularly dangerous feature of topical applications is that in most cases the absolute amount of the drug placed on the skin is not being measured.

Absorption from Dermatological and Cosmetic Preparations

An important feature of transepidermal absorption is that it apparently makes very little difference in what kind of vehicle, base or carrier the substance to be absorbed is incorporated in when it is applied to the skin. It depends exclusively on the nature of the substance, whether it will become absorbed or not. Salicylic acid, for instance, will be easily absorbed from water, from alcohol, from greasy ointments, from oil-in-water emulsions and from water-in-oil emulsions. Sodium salicylate will not be absorbed from any of these bases.

In this respect transepidermal absorption differs greatly from transfollicular absorption. In the latter much depends on how the material is brought to the

(Continued on pg. 34)

[†] Even lipid-soluble substances may prefer or use exclusively the transfollicular route, e.g., vitamin A (6).



Exact reconstitution of the HOUBIGANT shop as it appeared on the same spot, 19 faubourg Saint-Honoré, Paris, in 1855.

House of Houbigant—

A Return In The French

GOLDA G. ANTIGNAC

AN absolutely enchanting voyage backwards into beauty history can be made this year in Paris, in one of the most delightful retrospectives of recent times. The House of Houbigant is responsible for carrying us so blissfully through the ages, and native *Parisiennes* and foreign visitors alike are flocking to the Houbigant salons which stand in exactly the same spot on which they were opened a year before the American Declaration of Independence was signed, in 1775 to be exact.

It was Jean-François Houbigant who created the shop at 19 faubourg St. Honoré, under the sign "A la Corbeille de Fleurs" (At the sign of the Flower Basket), and the reconstitution of the shop as we are shown it today is as it appeared when it was completely redecorated under the Second Empire. Everything is original and intact; the raised platform for the black-clad cashier, with her account book open to a day in 1855; the counters, drawers, inside showcases and seats in lemon-wood trimmed with amaranthine, the beautiful marquetry floor, the delicately painted ceiling, all give the picture of a high class "*mercier*" shop selling beauty aids and "*frivolités*" and as perfectly appointed as a private home. The salesladies and customers are in costumes of the period, as is the dashing soldier who accompanies the latter, the costumes due to Mlle Nicola of the Carnavalet Museum.

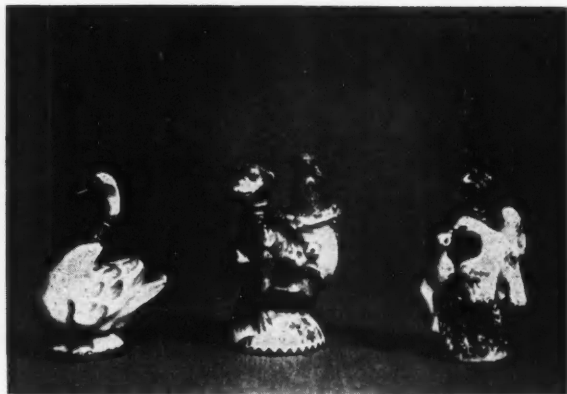
In the cashier's account book appear the names of some of the celebrated ladies who patronized the shop, many of whom lived in the immediate vicinity: the Duchesse d'Albuféra, the Comtesse de Pourtalès, the Baronne Alphonse de Rothschild. . . .

The list of beauty products sold at that epoch will surprise our present day beauty queens: powders of all

tints are listed, pommades of all perfumes, essences, toilet waters, liquid almond paste, "beautiful powder puffs in Holland swansdown," matching garters and suspenders. We find "white powders with Floral perfumes (13 perfumes), or "Colored Powder with no Perfumes," including Marshall color(?), black powder, gray powder, etc.

Collection of Perfume Boxes

The retrospective is, however, particularly built around the collection of perfume and patch boxes belonging to the present owner of the House of Houbigant, M. Fernand Javel, who follows there in his father's footsteps, while his son is now director; in fact,



Three of the Chelsea porcelain perfume flasks of the XVIII century; the heads are the stoppers, and they were refilled by means of tiny gold funnels.

To Beauty Second Empire



The silver-gilt tea service forming part of the Emperor Napoleon's country necessary, which he presented to the Czar Alexander I of Russia.

Reconstitution of Houbigant shop as it appeared in 1855 . . . Original decor and written accounts of famous customers . . . Famous collection of perfume and patch boxes . . . Fancy mouche boxes . . . A Necessary once offered by Napoleon to Alexander I

the personnel gives one the impression of a big family, for the gentleman who showed me around, M. d'Alméjda, has been there for 36 years.

Nearly 300 precious objects are exposed, and they are all the work of the most famous silver and goldsmiths or noted porcelain factories: J.-B. Bessent (1753), Eloi Brichard (1753), Fouache (1774), Prévost (1777), J. B. Chéret (1777), Clavel (1780), etc., and the factories of Sèvres, Chelsea, Meissen, Vincennes, Louisbourg, and Saint-Cloud.

The "*nécessaires*" of a belle of a century or a century and a half ago usually contained two miniature flasks, an ivory tablet with a tiny pencil, and various toilet accessories. These may measure about 1 x 2 x 3 inches,

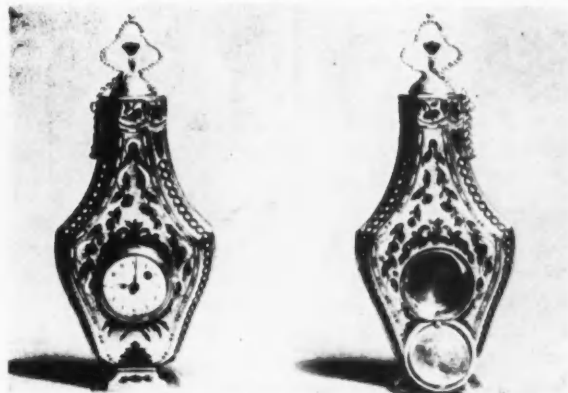
be of mother of pearl chased in gold, or entirely of gold.

There is a particularly large collection—about 60 items—of little perfumes flasks in the form of porcelaine figures from the above-mentioned factories, especially from Chelsea. Their heads form the stopper, and their costumes and poses are in the romantic spirit of their time. Little gold funnels were used to fill them. Many of them bear charming messages, for these were tokens offered by swains to their *belles*; so one reads on a Louis XIV *nécessaire* "Nothing is too beautiful for my love"; on a porcelaine perfume bottle in the form of a little leg with a tiny black flea on it, "I envy his luck"; others read "nothing is agreeable far from you," "The taste of love is delicious" and so on.

Mouche Boxes

The second big group is the patch or *mouche* boxes, exquisitely worked and ornamented little objects, usually of solid gold chiseled in relief, or gold applied on tortoise shell or on porcelaine. Each box contains not only the minuscule black silk patches but a tiny brush and a paste to stick them on with. There was a "language" of the *Mouche* just as there is a language of the fan for a Spanish beauty, according to the spot on the face on which it was placed. They each had an indicative name; thus the "Passionate" was placed near the eye, the "Daring" on the nostril, the "Majestic" on the forehead and the "Discreet" on the lower lip.

Mennecy cream jars 2 inches high of white porcelaine with most delicate relief pastel scrolls and flowers, an 18th century watch-flask of Geneva enamel, St. Cloud powder and paste jars of great daintiness, Directoire perfume burners in Porcelaine de Paris in Chinese



Another very rare object: this little perfume bottle is also a little clock; it is of chiseled gold, and the top is a stopper. But in addition it is a "secretary" with a hidden compartment opened by a pin point, and large enough to hide a *billet-doux*, a tiny mesh of hair or miniature portrait. XVIII century.

orange picked out with gold are only a few of the precious pieces.

To prove that the gentlemen were not lacking in their tribute to what was beautiful and useful in the toilet accessory field is the largest item of the collection: this is early XIX century work, a Necessary for the Country belonging to the Emperor Napoleon and offered by him as a gift to the Tzar Alexander I of Russia, who had admired it as well he might.

The work of the famous goldsmith Biennais, and bearing the arms of the Emperor, the entire outfit of about 100 pieces is of silver gilt: basin, shaving dish, mirror, tea and coffee pots, cup, candle holders, spy glass, and a collection of six razors, one for each day of the week with, apparently, no shave on Sunday! They are arranged with the greatest cleverness so as to fit into a minimum of space in a mahogany coffret lined in green leather, and measuring 14 cms. high by 35 cms wide by 54 cms long.

M. Javel began his collection only in May 1919; the first object acquired was the Directory perfume burner described above; he continues adding to it as choice pieces come to hand, and it is understandable that the exposition is one of the events of the 1955 Paris "season."



Napoleon used this traveling set when he attended the Erfurt Conference in 1808; Czar Alexander I admired it and Napoleon made him a present of it. It contains, among its 100 or so pieces, a tongue scraper, and a full set of razors. It is the work of the goldsmith Biennais.

Food stores have increased their share of total sales of health and beauty aids to nearly 50% so far this year according to Richard Mueller who presented the results of a survey to the New York Merchandising Executives Club. Sales in 1952 were 30%. This has been in addition to and not at the expense of sales of these items in retail drug stores. Of the 29 major health and beauty aids stocked, dentifrices, shampoos and headache remedies accounted for 44% of total sales. Medium and large size packages of dentifrices and shampoos proved to be the biggest sellers.



"The store opens in two minutes and it's one of those days I could just let American women go ugly!"

The offer of General Motors Corp. to help its employees buy General Motors stock is more than a plan to help them build up a nest egg. It is a device for spreading ownership of the corporation widely throughout the employee group. The offer and the sheer magnitude of the dollar figures involved are proof that the U. S. is moving toward a new kind of capitalism, a system in which the old distinctions between owners and workers, (investors and wage earners) will become more and more blurred.—*Business Week*.

It's harder to pull a man's leg when he has both feet on the ground.—*Lincoln*.

Cosmetic Excise Tax Collections

COSMETIC excise tax collections in 1953 and 1954, and through January 1955 are given in the following table:

| | 1955 | 1954 | 1953 |
|-----------|-------------|--------------|--------------|
| January | \$3,643,000 | \$ 8,147,000 | \$13,123,180 |
| February | 17,384,000 | 29,489,000 | 13,859,961 |
| March | 2,548,000 | 1,957,000 | 7,805,077 |
| April | 1,423,000 | 6,503,000 | 9,236,101 |
| May | 13,278,000 | 20,733,000 | 9,286,470 |
| June | | -1,662,000* | 8,876,000 |
| July | | 4,323,000 | 9,996,000 |
| August | | 582,000 | 5,964,000 |
| September | | 201,000 | 370,000 |
| October | | | 8,204,000 |
| November | | 11,177,000 | 19,912,000 |
| December | | 241,000 | 536,000 |

It may be noted that cosmetic tax collections beginning with September, 1953 appear to follow an irregular course. This is due to the change in the system for collecting these taxes on a quarterly instead of on a monthly basis.

Negative amounts in monthly totals are due to revisions of amounts for earlier months.

Prescribed tests. . . Uses in cosmetic and pharmaceutical preparations. . . Medicinal agents. . . Preparation of soaps and method of application

French Dermatological Soaps

H. M. MASCRE*

A CLEAR distinction exists in France between "medicinal," "medical" and "medicated" soap. "Medicinal soap" is understood to be the compound specified as "savon medicinal," in the French Pharmacopeia, i.e. the base of dermatological soaps. This neutral product includes no active ingredients whatsoever; it must be a sodium soap made of olive oil. It must be pure and soluble in 60 degree alcohol with no tendency to coagulate or precipitate.

This "medicinal" base is also used to make "soap spirit" and medical specialties for internal use.

All soaps compounded for medical purposes are "medical" soaps. According to the French Pharmacopeia they may be based on the standardized "medicinal" soap, or, on beef suet.

The addition of chemicals, such as tar, sulfur, formaldehyde, ichthyol, sublimate, etc. to the specified soap bases will produce "medicated" soaps which serve as an external skin treatment.

All soaps, including toilet soaps, may—either—be based on animal fats saponified with soda, or, in the case of the amygdalin soaps, on the saponification of almond oil, hazelnut oil, and related products. A third standardized type is soft coconut soap, made from coconut oil through saponification with potash; this is the base of the certified liquid soaps.

Tests Prescribed

The following tests are prescribed for French soaps:

- a. Their water content must not exceed 25%.
- b. The soap must not include any unsaponified fatty substance (this is tested by desiccation and subse-



quent exhaustion with carbon disulfide).

c. it must not include caustic alkalis, or alkaline carbonates (these are detected with a solution of mercuric chloride).

d. a limit is set to the product's content in free alkalis (the fatty acids are precipitated with barium chloride and, after filtration, the alkaline character of the filtrate is determined with sulfuric acid in the presence of phenolphthalein).

In a specimen of 5 grams of soap decoloration must be attained with three drops of "decinormal" solution which corresponds to 15 milligrams of potash for 100 grams of soap. This is an important limit because the alkaline character of the soap is known to cause allergic reactions in some persons.

Uses in Cosmetic Preparations

The soaps indicated above enter into many cosmetic and pharmaceutical preparations, in the capacity of wetting agents, gel-forming agents, etc. They are used in lotions such as the "balm of Opodeldoc" (camphor, ammonia, oils of thyme and rosemary, alcohol) and added to excipients; and, sometimes, compressed into tablets, with essential and other vegetable oils,—as in soap-creosote tablets. Some preparations are destined for internal use, as the soaps have a specific place in laxative and cholagogue compounds.

The French Codex of Pharmaceutical preparations also includes tablets of podophylline and belladonna compounded with medicinal soap, and veterinary prod-

* Originally published in a *La Parfumerie Moderne*, Vol. 45, No. 35. Condensed from the French by Maraget Neurath.

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ucts along the same lines.

Special soaps, such as sodium oleate, are used in cholagogue and choleric preparations. In some formulas the soap is combined with glycerin.

Yet, the principal uses for soap will always remain external applications based upon its antiseptic, emulsifying, and wetting powers.

Pure Soap a Microbe Killer

Pure soap is a powerful microbe killer because of its alkaline character and its surface-active characteristics; it will even destroy toxic compounds left on the skin by bacteria and viruses. Further, it is apt to remove mechanically all lipoids, such as the sebum; all impurities of endogenous and exogenous origin, and the sources of skin infection. Nevertheless, the lather will only exert a pronounced antiseptic action if carefully used with hot water, for ample suds formation, and to this end it should stay on the skin for a certain period of time.

Dermatological soaping and lathering is a treatment for acne and seborrhea, designed to remove the lipoids and combat infection.

Sometimes, however, intense soaping is prescribed to increase the action of medical preparations which are subsequently applied. So soon as the external lipoids are eliminated, the next step is an extraction of the content of the hair follicles in which cutaneous absorption is at its peak; from this stage on a perfect contact of soap and skin, and an effective penetration of active ingredients will result. This is of high importance in beauty soaps, hair tonics, hair dyes and shampoos.

To medical—as opposed to toilet—soaps, active principles are added, with a resulting combination of detergent plus chemical action. It is assumed that soap facilitates the penetration of medication into those sections of the skin which are apt to absorb and retain it. Therefore, most of the chemicals used in pomades, lotions and liniments have also been added to soaps. However, the chemical formula must be specially adapted in this case, with due consideration given to the soap's composition.

Medicinal Agents

The following medicinal agents are frequently employed: bichloride, mercuric iodide, products containing oxycyanate, cyanate, phenol, cresyl, thymol; further, formaldehyde soaps (mostly in liquid form), methylene blue, and iodoform, soaps of which exhale this chemical's characteristic odor.

Soaps formulated for pest control in veterinary use include sulfur, pyrethrum, derris and mercury.

Some of the soaps compounded for skin ailments are made with colloidal sulfur based on organic sulfur compounds.

Reducing soaps are mixed with tar (coal tar, vegetable tar, and ichthyol); Resorcin is also used for keratolic and antiseptic purposes. The carbonates and triethanolamine are added to products in which a strong alkaline character is aimed at.

An unusual formulation of hemostatic soap includes the citrates of sodium and magnesium, Vitamin K, and sodium ethyl sulfonate.

Preparation of Soap

These medical and cosmetic soaps offer no difficulties

in preparation. The chips are softened by heat application and thoroughly kneaded with the additives. Liquids are directly added to the chips, the solids are finely ground and sieved, or dissolved in water and alcohol. Mercuric iodide soap is made with a solution of this chemical and potassium iodide.

Attention should be called to the fact that some soap compositions develop incompatibilities in themselves. Thus, salicylic acid will precipitate the fatty acids in the presence of water so that the resulting soap will really hold sodium salicylate and free fatty acids. The same applies to boric acid, particularly where traces of glycerin are present. Therefore, the products indicated must be added in the form of dry powders. Through double decomposition, mercuric chloride will precipitate insoluble mercuric soaps having no antiseptic properties whatsoever. In alkaline soaps the active principles of derris and pyrethrum may be destroyed. In all these instances the mixture must be thoroughly homogenized by several runs through the amalgamator or mill.

As to the results to be expected from the use of medicated soaps different authors hold different views on the subject. One group has stressed how perfectly medicated soaps carry their active components into the skin and they make a strong point of their wetting power. Other specialists give more thought to the fact the the main purpose of using a soap is, to clean the skin of all impurities, so that the same preparation can not very well be supposed to serve as a vehicle for substances intended to enter—instead of leaving—the skin.

Method of Application

Practically speaking, the action of a soap depends upon its method of application which should be specified in dermatological products. Evidently, the period of time during which the medicine stays on the epidermis is too short for good results of medicated formulas are employed like toilet soaps; in this case the active ingredients are rinsed off with the impurities. An extensive massage of the lather into the skin is indispensable for efficacy, and this should be followed by a swift and incomplete rinse and no rubbing-off with a towel.

There is no doubt that, in many instances a soap may increase the action of the medical principles added to it. From papers published on skin trouble resulting from the use of soap—particularly from the work of Edwin Sidi (*Vie Medicale*, Dec. 1952) we may conclude that excema caused by the action of soap alone are rare, but that the lather favors reactions of the skin due to the perfume added, to the chemicals in the soap and to those the user has got in touch with before washing. Therefore there is good reason to assume that a soap, if adequately used, will facilitate the action of medical preparations added to it. However, the same lathering procedure will also carry the risk of skin trouble through the medication. For a more intense action, some medicated liquid soaps are used in the manner of massage oils or spread out on dressings, which applies particularly to the glycerol of soaps (Hebra's formulas), alcoholic saponates made with iodine additions, etc.

Antiseptic soaps are mostly used in prophylactic applications. The active principles are intended to increase the bactericidal power of the soap, and here directions for use should not differ from those for normal

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Modulan forms clear solutions even in cold mineral oil and deposits hydrophobic, emollient films on skin and hair. These desirable protective films are waxy rather than tacky and are very pleasant to the touch.

Modulan is extremely hydrophobic—does not form greasy emulsions and is practically odorless. Because of its outstanding compatibility with oil-in-water emulsions and with soaps and shampoos, Modulan is particularly recommended for use in creams, lotions, baby products, hair preparations, make-up, and ointments.

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toilet soap. For real effectiveness, lathering should be more accurate and prolonged in this case, and effected with hot water.

Some of the formulas used will develop incompatibilities in the chemicals incorporated. Thus, the action of sublimate soap is not superior to that of normal soap, because insoluble and inactive mercury soaps are precipitated. The cleaning power of phenolic soaps also decreases with time because alkali phenolates are formed. The peroxides and persalts are subject to decomposition. One of the most interesting products developed recently is a soap including oxycyanide of mercury, which is stable, of low toxicity, but active even in weak solutions.

Considerable progress has resulted from the advent of antiseptics derived from chlorinated phenols,—the diphenols in particular. The following compounds have been found to increase the action of soaps, even in 1-2% addition: chlorothymol, chlorocresol, chloromethoxymol, the bis methylene of chlorophenol and octachlorophenol, and particularly, the 2-2-dihydroxy hexachlorodiphenol of methane, or hexachlorophene (tradenamed G II by the Sindar Corp.).

The testing work connected with the discovery of these compounds has led to the development of accurate methods for measuring the antiseptic power of soaps in vitro, in vivo, and in normal washing conditions. One of these is the Price method of basins simplified by Cade (Soap & San. Chem., Dec. 1952). A more widespread use of antiseptic soap is to be expected as a result of this work, and new compounds serving this purpose will, no doubt, be placed on the market.

The "improved" soaps include no medical components, though, of course, they may serve as vehicles for medication,—their main purpose being to avoid the discomfort which normal soap causes to patients suffering from skin trouble, or, having a natural intolerance to the action of soap. These "improved" compounds are formulated to show only a weak alkaline action; they are based upon the carbonates, and triethanolamine. The so-called "acid" soaps in this group are substitutes based upon the sulfonates of fatty alcohols; their pH is between 5 and 2. Some of these are medical specialties used in the French Health Services. In superfatted soaps lanolin, lecithin and cholesterol are used while casein serves as a buffer of alkaline compounds.

Medicated soaps are rarely—if ever—employed alone;—they are prescribed as a complementary treatment. Thus, in a scalp and hair preparation the cleaning action of a soap will be part of the prescription and combined with the usefulness of colloidal sulfur. Where pomades and lotions carry the medication, a medicated soap will complement their use. Increasing attention is now being given to the "improved" soaps, and to acid soap replacements with, or without, chemical additives.

A special study of medicated soaps would be apt to make their use more popular. This might parallel the increased sales of antiseptic soaps and products holding sulfur, or reducing compounds, might thus be promoted. In each package directions for use should be given which should specify the time during which the lather should remain on the skin—depending on the percentage in active ingredients added. The base of these soaps should be specially developed to exclude skin trouble. The alkaline character which is too pro-

nounced in some of the present soaps, should be closely controlled in medicated products which—in this point—should follow and even surpass, the example of our well-established toilet brands.

Percutaneous Absorption

Continued from page 27

follicular pore. First, an increase in wetting will bring the material closer to the pore funnel. Using wetting agents the surface tension between liquid and air and between liquid and pore is diminished, droplet formation is prevented and a continuous surface layer can be maintained at the liquid/solid boundary. Second, simply mechanically, i.e., by rubbing, the material can be pressed into the follicular canal. Therefore, ointments which are supple and can be easily spread and smoothly rubbed have a mechanical advantage over tough, tenacious, stiff or sticky ointments or aqueous and alcoholic solutions. Only in this mechanical sense is a "vehicle" a true carrier but never in the sense that it carries material into living cells. Data are available showing that vehicle and incorporated drugs separate in the follicular canal.

It is by no means clear what happens to the vehicle once the substance gets through transepidermally or transfollicularly. I mentioned that higher hydrocarbons are absorbed poorly if at all. Some data in the literature indicate that follicular penetration is slower, the more hydrophobic the fat is, or at least that penetration of petrolatum is always poor as compared with that of triglycerides.

The only instance I know of in which radioisotopes were used to clarify absorption of fatty substances used in ointment bases was the work of Barail and Pescatore who reported that if the U.S.P. cold cream is made up with spermaceti which is labeled with C¹⁴ no permeation of this spermaceti can be demonstrated through human skin.

Prospects for the Future

In the field of percutaneous absorption through human skin, some fragments of knowledge have been put together in painstaking experiment during the last fifty years. But no matter how carefully the work was done it was always fraught with pitfalls, and the interpretation was difficult. I believe that with the advent of radioisotopes and radioautograph techniques a much more rapid progress can be expected. These new methods secure safer grounds than hitherto available. Possibly in the next few years all major problems in this field will be resolved.

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Leadership in package development can contribute as much to a company's success as can innovations in the product itself—W. L. Romney, director of packaging, Procter & Gamble Co.



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M. Philippe Chuit, founder of the predecessor firm to Firmenich & Cie., was that rare combination of an organic chemist capable of creating such outstanding specialties as Wardia and a perfumer of exquisite taste and skill. Such dual ability is seldom found, seldom handed on and even perfected by those who follow in the train of such genius. But so it has been. So it is today, with Firmenich continuing to develop new specialties in the field of fragrance and employing them in new creations that bear the stamp of Firmenich originality and the mark of genius of Firmenich perfumers.



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U. S. Scientist's Recognition of European Scientific Work

The Editor, The American Perfumer and Essential Oil Review.

I note that Mr. M. G. deNavarre, in your June issue (p.13) refers to some comments made by Dr. R. Matalon at a meeting of the American Society of Cosmetic Chemists. I gather that Dr. Matalon has claimed that, in general, U. S. scientists do not give sufficient recognition to European scientific work. I believe that numerous other scientists will support this assertion.

From extensive reading in several branches of pure and applied science I have acquired the following impressions:

(a) that European authors generally give more extensive references, quoting both European and U. S. sources that are relevant, and especially those from which new work has stemmed, irrespective of national source.

(b) that U. S. authors tend, in the main, to quote U. S. references, often ignoring important non-U. S. references to original work, but instead quoting later U. S. references to the developments arising from such original work or ideas.

I am aware that many exceptions could be quoted to the above generalizations. Nevertheless, I believe that if anybody, with the time and inclination, made a statistical survey of U. S. and non-U. S. publications, especially in any of the applied sciences, over a given period, the results would show that my impressions are not entirely ill-founded.

I hope that you will publish this letter, and that it will promote discussion of this rather provocative matter.

Yours truly,

Signed

Wm. Mitchell, B.Sc., Ph.D., F.R.I.C.

45 Torrington Park
London, N. 12, ENGLAND
July 6, 1955

Making Premiums Do a Full Time Job

THERE are two major groups to whom you can appeal with your premium.

First, there are the Buyers of Bargains. A woman in this group could have gotten her nylons last year through purchase of soap, bleach, soft drinks, salad oil, orange juice, frozen pies, or oyster stew. None of these products has any connection with nylons. Nor would the possession of nylons create the need for repurchase of the product.

An appeal to the Buyer of Bargains builds Bargain Loyalty only, not Brand Loyalty. True, she may stick with you in order to get her full set of silver. Once that offer is gone, however, she is just as easily wooed away from you as she was won in the first place. Like it or not, if your appeal is solely on a bargain basis, you are in the premium business and your product is the afterthought.

The second group is the Buyer of Exclusives. She is not a bargain hunter. She is not so strictly budgeted that she

can't buy stockings of her own selection, on impulse, for very little more than the product she would have to wait for by mail. Although she will not respond to your bargain appeal she is as vulnerable as the Buyer of Bargains when she is given a good value, if that value is in an exclusive item of novel or utilitarian interest.

One Premium For Both

Select or create an exclusive item of real value and you have a premium that will appeal to both groups. Tie that item in with your product, select or design it to create further demand for your product, and you're making your premium do a full-time job.

High on the list of perfect marriages of product and premium are these:

TV Time Popcorn with a 3½-quart corn popper.

Wesson Oil with a deep fryer.

Albers Pancakes with a pancake griddle.

Sealtest Skim Milk did a brilliant job in selecting a bathroom scale as a premium for its weight-conscious consumers.

Diaperwite deserves the loudest applause for a coupon that is good toward purchase of four diapers and two diaper pins. The premium gets washed in the product and the product will be reordered to get repeats on the premium.

Apparently, it is possible to select or create items that answer all reasonable criteria for good premiums. The answer lies in taking a searching look at your product. Who buys it? Where is it used? How can it be made a standard item in the home? Can you create new uses for the product by imaginative selection of premium?

In selecting your premium pick it to appeal to both of the major purchase groups.

Five Criteria

The premium you select should be simple to explain and easy to handle in the mails. Granted that your selection is practical, it should also be measured against the following criteria:

1. Is it a good value for the money? (You must give better than fair value in return for your coupon.)

2. Has it appeal to the person who buys your product?

3. Is it an exclusive item? (Just exclusive in your field doesn't mean that your product won't be nestled next to a different offer of the same premium on a shelf that's three feet away.)

4. Has it association with the product?

5. Has it built-in continuity of purchase? (The Diaperwite offer is the most direct, with built-in continuity of purchase.)

This list in no way discounts the possibility of a brilliant idea coming in from left field and taking the premium world by storm. Barring those wonderful spurts of genius you would do well to measure your standard offer against this basic list.—H. Schneider, Advertising Agency.

Progress is exchanging old worries for new.—Gasport.

One reason so few people recognize opportunity is because it is usually disguised as hard work.—The Haymaker.

NEW PACKAGING and PROMOTIONS

ANGELIQUE

All of Angelique's fragrances are now available in a cool pressurized



Black Satin

cologne spray packaged in the specially molded shatter-proof container resembling in shape the Angelique perfume bottles. All of the basic fragrances—Black Satin, Gold Satin, White Satin and Red Satin are available in the new cologne mist. The cologne spray retails for \$2.50 at all cosmetic counters.

SEARS ROEBUCK

Sears Roebuck & Co. is distributing its "baton deluxe" men's talc and after shave lotion through its catalog and cosmetic department. The product comes in a four ounce black vase bottle.



Baton Deluxe

OGILVIE SISTERS

A preparation to be used before applying a permanent, "Pre-Perm," is being introduced by Ogilvie sisters. Not only is it used for preparing the hair, but can also be used afterwards to keep the new wave lasting longer.

HELENA RUBINSTEIN

"Jazz," a new lipstick created by Helena Rubinstein, is being presented to the public in a unique packaging design. The new lipstick, whose color wavers between orange and red, comes in a bright red package with a modern and colorful design of jazz instruments and a real Columbia jazz recording featuring four artists, Dave Brubeck,



Hot Jazz

Turk Murphy, Eddie Condon and Pete Rugolo. The new lipstick is promoted with the slogan "Red-Hot and Cool," and Columbia records will present their new long-playing record entitled "Jazz—Red-Hot and Cool" when the new lipstick makes its appearance. The combo packages of lipstick and recording will come in the labels. The Most Red, Hot and Sweet, Real Gone Pink, Crazy for Blues and Cool Chick. The combination package, Jazz and one other lipstick, plus recording, will sell at \$2.00 plus tax. A single Jazz lipstick for \$1.10 plus tax.

HOUBIGANT

Houbigant is pairing perfume with a charming parasol. Chantilly is avail-



Chantilly

able with a pink or blue parasol and a white wrought iron handle or fuchsia with black. Quelques Fleurs is shaded by a blue parasol with a white handle. They sell at \$2.00 each, plus tax.

PRINCE MATCHABELLI

As a part of a September Abano promotion, Prince Matchabelli is featuring a specially priced Abano Bath Ensemble, combining Abano Bath oil (1/4 oz. sceptre-bottle) with Albano After Bath Cologne (6 oz. bottle) and a booklet entitled, "What to Do When You're in Hot Water," explaining the why-and-how of the fragrant oil bath, down through the ages and now. The colors of the individual cartons are coral, blue and gold.



Abano



Available plain,
debossed, silk-screened or
decorated with jewels.
Goldcote caps shown
come plain or jeweled.
Other caps in various shapes
and colors obtainable.

RICHFORD SPILLPROOF METAL ENCASED PERFUME FLACONS

Shaped for Sales!

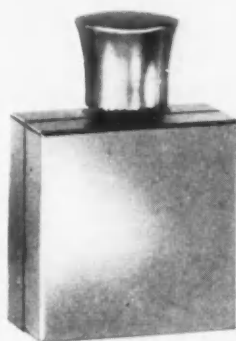
Highly-Polished Brass, 1 dram
Spillproofs in seven shapes — perfect
for the purse — easy on the pocketbook.
Write now for samples and prices.



No. 2201 Flat Oval



No. 2301 Bermuda



No. 2001 Square



No. 2251 Tall Oval



No. 2151 Tall Round


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CORPORATION
404 FOURTH AVENUE, NEW YORK 16, N. Y.



No. 2101 Watchcase



No. 2401 Nassau

ACTUAL SIZES SHOWN

ZOTOX

Zotox Pharmacal Co. is packaging its new Blue Foam "soap in a tube" individually in Plastafol cartons. The Foiline display carton is printed in a bubble design created by Zotox to emphasize the soothing qualities of the



Blue Foam

new product. For display purposes the front panel can be tucked behind the tubes and the bubble design on the top panel is die-cut to fold up and extend above the carton. The carton is printed in black, white and light blue on bright blue Foiline and holds a dozen Plastafol packaged tubes. The fully transparent Plastafol carton lets the product be seen clearly. The trade name and directions for use are printed in dark blue directly on the light blue tubes and the bubble design is repeated in silver.

POND'S

Pond's popular Dry Skin Cream is being distributed in a new display packer, offered at a special deal. When the Special Assorted Case #48 is ordered, a five per cent discount is given. The assortment contains two dozen small jars, one dozen medium and a half dozen large, along with a handsome 4" x 9" two-tone blue display packer which holds four small jars and three in the medium size.

YARDLEY

Yardley of London announces the introduction of Lavender and Lotus Spray Mist and an improved pressure-type dispenser available in leading department and drug stores now. The container, which releases a very fine spray, effectively regulates the amount of liquid released and assures a mist-like, even spray. Spray Mist, issued in Lavender and Lotus cologne, is recommended for personal use and for scenting rooms, wardrobe drawers and closets. According to Yardley, less liquid is used with this aerosol dispenser. Yardley Spray Mist comes in an easy to handle safety bottle, coated with a thin

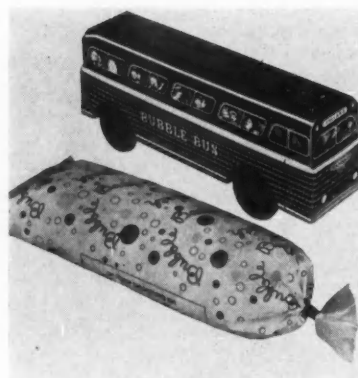
layer of plastic to protect the consumer from injury caused by glass particles should the container be dropped. A gold metal top caps the bottle. Retail price is \$2.25 plus tax for all fragrances.

RICHARD HUDNUT

A new pincurl permanent that dries safely in the hot sun, Pin-Quick, is being introduced by Richard Hudnut. A bobby-pin wave, Pin-Quick has Magic Curl-Control which speeds up the drying process. Pin-Quick, by Richard Hudnut, sells for \$1.50 plus tax at all leading drug and department stores.

TOM FIELDS

A bus full of bubbles, decorated down to the last detail of smiling faces looking out of the bus' raised windows, is Tom Fields Ltd. newest idea for the very young set. Called the Bubble Bus, the beautifully decorated, colorful bus, full of bubble bath powder has its own bright red wooden wheels to give



Bus of Bubbles

youngsters plenty of play value after the supply of powder is exhausted. The powder comes packed in an airtight bag inside the bus. The bus itself comes either in red or blue as the major color with black and white trims. Priced to sell at \$1.25, the Bubble Bus is available throughout the country.

VICK

Sofskin's new counter display, for 98¢ sizes only, holds 6 jars of regular Sofskin Hand Cream in a new gold label jar. The display ships flat and the back row lifts up to form a step display.

CUTEX

Cutex has designed two easel-back counter cards containing their range of pink lipsticks in the Super-Lanolin formula—card #59P, for the 59¢ lipsticks, and card #29P, for the 29¢ lip-

sticks. Both cards contain a dozen lipsticks and require the minimum counter space. Under the slogan "Ping's the Thing!", each lipstick is slipped into individual notches, to hold them securely on both sides of the card.

CARVEN

Carven Parfums, the first company to present fragrance in a pressure bottle, is now offering its Miss-st-i-fier package in a larger bottle—3¾ ozs. The bottle is especially molded to fit the hand, slightly indented to give a firm, comfortable grip. Made of heavy glass, the bottle is frosted white to give the user a visual preview of its contents. Packaged in a green and white striped box, the 3¾ oz. Miss-st-i-fier sells for \$5.50 in Ma Griffe, and \$6.50 in Robe d'un Soir—all prices plus tax.

HARRIET HUBBARD AYER

Smartly packaged in an attractive white aerosol bottle is Harriet Hubbard Ayer's new "Ayer-Net Hair Spray with Lanolin." Formulated with Lanolin, "Ayer-Net" gives a soft set without the usual stiffness or stickiness, and the inclusion of silicones give added lustre and highlights to the hair. A gold-flecked tapered cap and trim gold bow complete the package which makes a handsome addition to the dressing table. Cooperative advertising and displays will be available. The "Ayer-Net" four ounce aerosol bottle sells for \$1.25 plus tax.

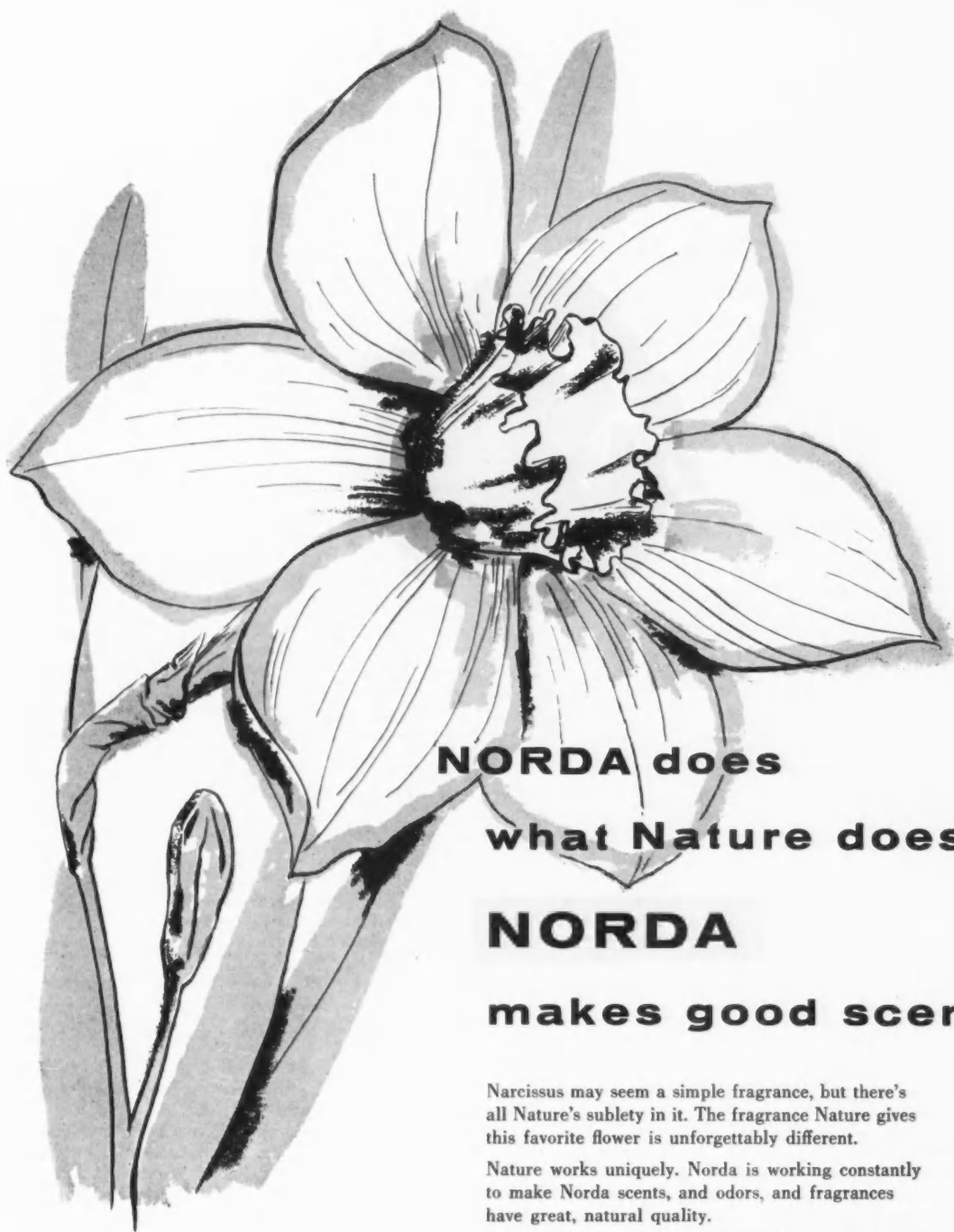
ELIZABETH ARDEN

Elizabeth Arden introduces an easy to use, safe Deodorant Stick, encased in a charming blue and gold and white plastic case, with a swivel that works just like a lipstick. This new deodorant



Deodorant Stick

twists out easily and quickly without the necessity of touching it with the fingers. It contains no oils to grease or stain clothing. The deodorant is scented with the Arden fragrance "Bluegrass." The stick sells for \$1.50.



NORDA does
what Nature does...
NORDA
makes good scents

Narcissus may seem a simple fragrance, but there's all Nature's subtlety in it. The fragrance Nature gives this favorite flower is unforgettably different.

Nature works uniquely. Norda is working constantly to make Norda scents, and odors, and fragrances have great, natural quality.

Norda can give your perfumed products an exquisite distinction. Norda can help you improve your aerosol mists. Norda can lower your fine deodorant costs.

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& Essential Oil Review

September, 1955 41

Notes & Topnotes

Larger Cosmetic Firms Show Increased Sales

We were very much interested in the compilation of the published financial figures of pharmaceutical, cosmetic, chemical, and other companies, recently published by *Drug Trade News*. Naturally, these figures reflect the activities only of the larger firms, as few companies publish such information except in the form of reports to the stockholders. Most of the cosmetic and toiletry houses listed showed increased sales for 1954 (calendar or fiscal year) over 1953, although there were some exceptions. Moreover, these increases were, in most instances, rather modest from a percentage point of view. We were impressed, further, with the fact that manufacturing costs, in many instances, either did not increase at all, or increased less than the corresponding rise in sales, thus bringing the ratio of manufacturing to total sales in a healthier position. To what extent these figures are a reflection of small industry as well as large can be answered only by speculation. Perhaps the Census of Manufactures will shed some light on the subject when its data will have been collected and published.

U.S.P. XV— A Landmark

One of the most indispensable books in the library of a cosmetic chemist is surely the United States Pharmacopoeia. The fact that most of the chemist's materials are not found therein, and that most of the materials in the U.S.P. are not likely to be used by him, does not in any way diminish its importance, its authority, its accuracy, and its usefulness in all areas in which the cosmetic chemist and the U.S.P. find common meeting-ground. That the new U.S.P. brings up-to-date the research and findings of the past few years is to be expected; that the appearance of U.S.P. XV is of prime importance is quite obvious. All those who participated in the revision, under the leadership of Dr. Lloyd Miller,

deserve the plaudits of science and industry.

Survey Made of Odor and Fume Problems

There has just come across our desk a survey by Pendray & Co., perhaps the first of its kind in this much-surveyed era, of the attitude of law enforcement officials toward unpleasant odors and fumes of industrial origin. The group making the study queried officials in 67 cities, of whom about three-quarters responded. Whether the cities were chosen at random, or were those known to contain "problem" industries, we do not know. While many of the officials stated that there was public interest in odor, when it came to "rating" air pollution problems in order of importance, odor was the last one specifically mentioned, coming after smoke, airborne industrial wastes, and dust. Quite naturally, it preceded "others."

Nevertheless, there is sufficient information in this survey, and in other reports that are being divulged, that unpleasant odor is an industrial problem in cities having certain types of industries: paint and varnish, rendering plants, glue, fish, rubber, and others. Of the various methods suggested for control or removal of odor, no single one seems to be the answer for all plants, and in fact no single method seems to be forthcoming that will be the perfect answer in any plant. Most procedures for odor control are expensive; some are inefficient; others are impractical. But some degree of control can usually be worked out, by one system or another, depending upon the individual situation.

While the aromatics industry has generally paid only minor attention to this problem, it is noteworthy that it is beginning to attract greater attention. The conferences on odor that were held in New York and Chicago during the last two years spotlighted air pollution, and brought together workers from many fields who pooled their knowledge and ideas to solve

such problems. Such a cooperative effort is but a beginning, and if encouraged and continued, may result in better public relations for industry, and in very high usage of inexpensive aromatics (perhaps mainly by-products) in those plants where odor masking is the best answer that can be found.

Audited Circulation Is Your Protection

When a daily newspaper publishes its circulation, the significance is found primarily in the size and the accuracy of the figures; perhaps, in a secondary way, there is interest in what these people buy, whether they own their own homes, and how much money they earn.

That is not so with a business publication. Naturally, one wishes to know the number of readers, but more important are such questions as whether the readers paid for their subscriptions, how much they paid, what companies are obtaining the paper or magazine and who reads it in the companies.

In order to have voluntary self-regulation of business paper circulation, there was set up, some forty-odd years ago, the Audit Bureau of Circulations. As a member of this group, THE AMERICAN PERFUMER has earned the right to use the ABC symbol, which has become synonymous with the highest standards in circulation value. This means that the circulation of our publication is audited by an independent staff, which makes an accurate accounting of that circulation. That this is necessary information for advertisers and their agencies is self-evident. But for our readers at large this assumes primary importance, because it means that, armed with such circulation analysis, the editors can be better equipped to prepare each month an issue of THE AMERICAN PERFUMER suited specifically for these readers.

Now, one may ask, why does an organization like ABC, which is almost approaching the half-century mark of its life, and that is enjoying the prestige and good health that will enable it to go on for many decades to come—why is this organization today in the news, so that we stop and devote an editorial to it? The answer is quite simple. ABC functions within the business paper world; hence its activities seldom become known to the public at large, nor even to business paper readers. We feel—as do other ABC members—that readers who derive such benefits from an organization deserve to know something of it; or, to state the same proposition another way, that an organization that benefits our readers deserves to have its activities called to their attention.

THERE CAN BE NO VARIATION

With great pride in his creative ingenuity, a composer takes a theme and from it evolves a seemingly endless series of variations.

Our pride is that in Pure Perfumery Chemicals *there can be no variation*.

Over and over again the intrinsic odour of each product is reproduced faithfully and consistently.

ABRAC Pure Perfumery Chemicals have established a standard of perfection which will endure in the perfume until the last vestige of fragrance remains to be breathed.



| | |
|------------|-----------------------------------------------------|
| BENTEINE | pure Benzyl Acetate |
| BENTALOL | pure Benzyl Alcohol |
| CEPHREINE | pure Citronellyl Acetate |
| CEPHROL | pure (+) Citronellol |
| HYDRONAL | pure (+)Hydroxycitronellaldehyde |
| IPHANEINE | pure <i>iso</i> -Butyl Phenylacetate |
| LINDENOL | pure (±) <i>alpha</i> -Terpineol |
| MELLOL | pure Phenylethyl Alcohol (2-Phenylethanol) |
| MEPHANEINE | pure Methyl Phenylacetate |
| MERANEINE | pure Geranyl Acetate |
| MERANOL | pure Geraniol |
| PHANTEINE | pure Linalyl Acetate |
| PHYLLOL | pure Eugenol |
| TRESSEINE | pure <i>iso</i> -Amyl Salicylate |
| YAMINAL | pure <i>alpha</i> -Amyl Cinnamaldehyde (stabilised) |

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Book Reviews

A FORMULARY FOR EXTERNAL THERAPY OF THE SKIN, by C. N. Frazier and I. H. Blank, Charles C. Thomas Publishers. 1954. 118 pages, 5½ x 8½ inches, indexed and illustrated. Price \$3.25.

The authors claim brevity and a strict limitation to the objectives of external therapy for their formulary. First intended for use in the Massachusetts General Hospital.

Author Blank's contributions of cosmetic relevance are known to all informed cosmetic chemists. This reviewer's concern is cosmetic in nature as it applies to external "treatment" of skin ailments.

Simple acts like cleansing are clearly described. The language throughout is easily understood.

On page 97, explaining the use of aluminum salts as antiperspirants, the authors agree they have some value "though it is difficult to prove this scientifically." A better word than "prove" would be "explain." It has been proved but the manner in which antiperspirants work is not completely understood.

A principal fault of the text is the lack of directions for compounding the recipes given. However, when weighed against the lucid manner of presentation this is indeed a minor point.

Every cosmetic chemist should have this booklet for its valuable data on skin, and ways that common ailments such as dryness, may be relieved. The authors have indeed achieved their aim.—*M. G. deNavarre*

GENERAL STATE FOOD AND DRUG LAWS — ANNOTATED. David H. Vernon and Franklin M. Depew. 7x10 in., 804 pages, cloth covers. Commerce Learning House. 1955. Price \$17.50.

This reference and source tool is of fundamental interest to all manufacturers in the allied industries. State food and drug laws are a force to be reckoned with in their jurisdictions. In

this book under one cover for the first time the full texts of all general state food and drug statutes are given together with direct references to important court decisions relating to manufacture, packaging, labeling, advertising, distribution and sale of foods, drugs and cosmetics. The statutes and cases cover not only misbranding, adulteration and false advertising but also standards, the introduction of new drugs, seizure powers, injunctions and other important points of general state food laws. The material is conveniently grouped in alphabetical order by jurisdiction for the 48 states, the District of Columbia, Alaska, Hawaii and Puerto Rico. A comprehensive table of cases and a detailed index pinpointing the data by subject and state, combine to make the book exceedingly useful.

LADY BE LOVELY. Edyth Thornton McLeod. 6x9 in., 207 pages, 122 illustrations, cloth covers. Wilcox & Follett Co. 1955. Price \$2.95

This informative, interesting and well written book is a guide to beauty, glamour and sex appeal for women in all walks of life. As a consultant to thousands of women who read her widely syndicated newspaper column or attend her lectures, Miss McLeod has drawn on her broad experience to compile a "How To" routine employing the latest methods in diet, exercise and home beauty treatments. Diagrams, line drawings, charts and photographs combine to simplify and make clear the suggestions in the book. Chapter headings are: Your Charm, Your Figure, Your Face, Your Makeup, Your Hair and Hairdo and Your Clothes and Colors. All of the material in the book puts the emphasis on how to make the most of what any woman has together with tips on how to get what they haven't. The information is well considered and the reader is shown how to use cosmetics sensibly and profitably.

Trade Literature

A booklet on sesquicarbonate of soda, entitled "Snowflake Crystals and Snowfine," is being offered by the Solvay Process Division of Allied Chemical & Dye Corp. Describing sesquicarbonate of soda as "a mild yet highly efficient material with an unusual combination of physical and chemical properties not found in any other form of alkali," the new booklet highlights many commercial potentialities for the products.

A description of the company's new five-in-one, 5210 aerosol valve design, is found in a new four page booklet published by the Valve Division of The Risdon Manufacturing Co. The bulletin pictures and describes the five models which stem from one basic valve design, the internal details of the basic valve and the five actuators which adapt the valve to different dispensing functions.

Suggestive formulae for cosmetic and pharmaceutical preparations are discussed in a booklet entitled *Emulsifiers*, published by Goldschmidt Chemical Corp., 153 Waverly Place, New York 14, N. Y.

A new publication on dispersion problems for chemical processes in industry is now available through the Kinetic Dispersion Corp. It contains comparison charts of results of various dispersion methods used in industry and other technical data of vital interest.

The first book on the subject ever written, "Successful Commercial Chemical Development" has been published by the Commercial Chemical Development Assn. The 374 page book is intended to document "the important principles . . . in selecting promising new chemicals and rapidly developing them to the stage of economic importance."



World famous and most beautiful mausoleum, the Taj Mahal, built (1631-1648) near Agra, India by Mogul Emperor Shah Jahan, was planned originally as a pleasure palace but later became a sepulchral monument to Mumtaz Mahal, his favorite wife.

Taz-Mah

A FRITZSCHE "EXCLUSIVE"

FROM the breathless beauty of its exquisitely proportioned exterior, from its graceful arches and delicate traceries of rich, oriental design, and from the hint of even greater treasures within its luxurious facade . . . from these aesthetic considerations of India's famed Taj Mahal have we derived inspiration for our elegant new fragrance, TAZ-MAH. It is no easy task to translate visual into olfactory sensations, but—like the artist with palette and paint—our perfumers have tried—with fragrance—to capture something of the beauty and seductive charm of this renowned Eastern shrine. In the skilled blending of scents that constitute this perfume's lovely topnote, you'll discover—only faintly concealed—the underlying warmth and richness of its basic oriental character. We hope you'll try it.

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for PERFUMES, TOILETRIES and COSMETICS
ODORANTS and DEODORANTS for INDUSTRIAL and TECHNICAL USE
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ONE of the most promising technical developments in our field in recent years is exemplified in the Instrumental Laboratory now in operation at our Clifton plant. Here, most recent advances in electronics, physics and chemistry are utilized to help develop and maintain the quality and uniformity of product that is traditional of our firm. Through the employment of spectrophotography, it is now possible to record, for precise evaluation, the ultraviolet, visible and infra-red properties of our own as well as competitors' products. We are also able to maintain more accurate control of our raw materials and to select those that will be productive of finer grades and better yields. In addition to these quality gains, the facilities of this Laboratory contribute importantly to our continuing research, as well as to the development of new and more efficient analytical techniques, and to the study and synthesis of greatly improved replacements for certain hard-to-get, higher priced oils. . . . Accomplishments to date are but a "scratching of the surface" of possibilities inherent in the fascinating work of this Laboratory—an augury of considerable promise to those customers whose finished goods already benefit from the superiority of the Fritzsche products they now employ.

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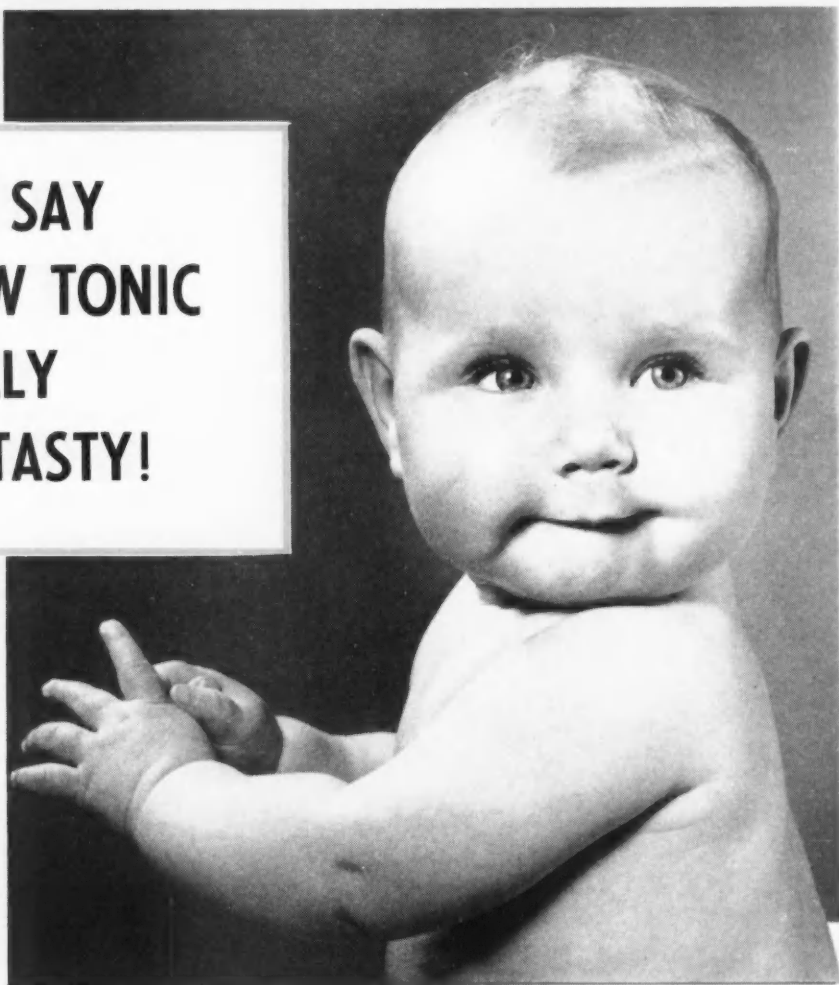
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**I MUST SAY
MY NEW TONIC
IS REALLY
QUITE TASTY!**



*"As Mother says, you who make up these wonderful medicines must be getting hep to what we little fellows have been complaining of right along. . . . Make your tonics **taste** better and we'll take them without a whimper!"*

True, the ethical drug manufacturer is beginning to accept the fact that his oral product must possess, in addition to its efficacy, a high degree of palatability if it is to be successful in attaining its highest possible sales potential. To gain the latter, many of the most important pharmaceutical houses are taking increasing advantage of our exceptional facilities for handling their flavoring problems. They are doing this because we are able, through long experience and the specialized skills of our pharmaceutical flavor laboratory, to produce more satisfactory results—taste effects that will be compatible with and appropriate to the finished product—much more economically and efficiently than can the average drug manufacturer himself. Why not let us apply our flavor "know-how" to the problem of making your new product palatably acceptable,—even to the most finicky childish taste!

For GOOD TASTE

in Pharmaceuticals Consult

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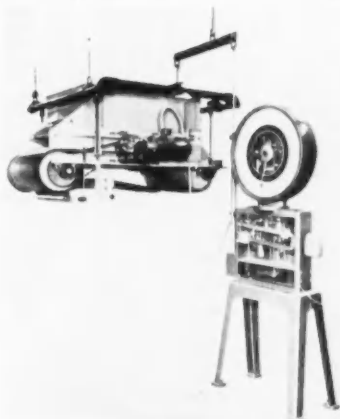
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Hints

for Improving Production

Differential Scale

A new type automatic scale weighs sticky and non-free flowing materials as accurately as dry aggregate materials, according to an announcement made by the Richardson Scale Co.



Scale

A differential scale, the new unit is reported to automatically and continuously deliver a selected amount of material, the weight of which is the difference between a fully loaded and partially loaded scale. The unit, called a weigh-in & weigh-out scale, is made up of a weigher, dial scale and totalizer. The heart of the system is the electronic controls. The scale, it is added, can handle the weighing of adhesive materials that cannot be weighed accurately by conventional scales, as well as any dry aggregate material.

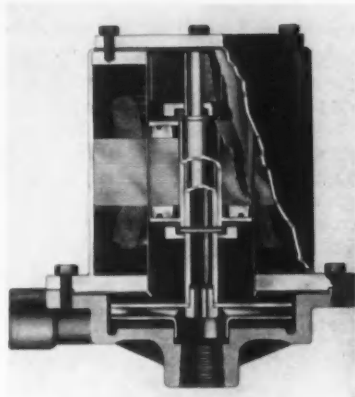
Centrifugal Mixer

The Rheinhuetten Centrifugal Mixer, distributed by the U. S. representative, Neumann & Weaver, Inc., is offered for thorough mixing of acids; caustics and salts; cellulose and paper-pulp masses of high concentrations (4-5%); chemicals; dyes; fertilizers; pharmaceuticals; water and oil emulsions; and materials where speed is a requisite. The new mixer is described in a four-page illustrated bulletin which may be had for the asking.

Canned Rotor Pump Design

New methods of construction, new materials and a new cooling circuit are offered in the Model S series seal-

less centrifugal $\frac{1}{8}$ through 3 horsepower leak-proof pumps recently announced by Chempump Corp. The new S series utilize fabricated parts in their construction which can be clad with such metals as titanium, zirconium and Hastelloy series metals, as well as Monel, Carpenter 20 and the various types of stainless steels previously available. Corrosion resistant service on a much wider scale is therefore possible with the Model S series, the company claims. The printed bearings are made of Graphitar and are



Rotor Pump

semi-floating and can be replaced from front or rear quite easily.

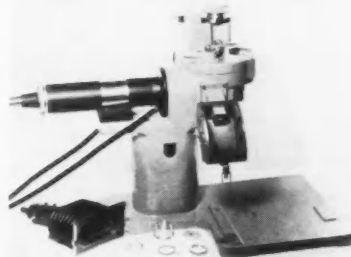
Sampling Valve

The new No. 23 Drain or Sampling Valve announced by Jerguson Gage & Valve Co., is completely self draining, for the valve stem seats on the outside of the valve body. It is claimed to be ideal for installations where it is desirable to have the valve seat inside the wall of a vessel in order to prevent liquid from remaining in the nipple and valve. The valve has outside screw and yoke construction to meet high temperature or corrosive conditions where inside threads cannot be tolerated. The stem is constructed with a left-hand thread, thus allowing the valve handle to operate in the normal direction of standard valves.

Three-Specimen Spectrograph

A new, Norelco Three-Specimen Inverted Spectrograph designed so the X-ray beam strikes specimens from the bottom, for analysis of metals, powders

and liquids such as heavy waxes and oils, has been announced by the Research & Control Instruments Division, North American Philips Co., Inc. The instrument has three specimen holders measuring $1\frac{1}{8}$ in. in diameter by $1\frac{1}{8}$ in. deep which fit into a horizontal disc that rotates inside a leaded-bronze rayproof housing. The disc shaft extends through the top and has a knob which the operator turns manually when he wishes to change specimen positions. An indexing device centers



Spectrograph

each specimen when over the beam and shows whether it is No. 1, 2 or 3. The new instrument can be used with the X-ray tube which is standard but in this case the window faces upward—thus the window may be reached for cleaning by removing four screws which hold the top of the X-ray chamber in place.

Two-Wheel Hand Trucks

The American Pulley Co. announces a design refinement on certain models of its all-steel two-wheel hand truck



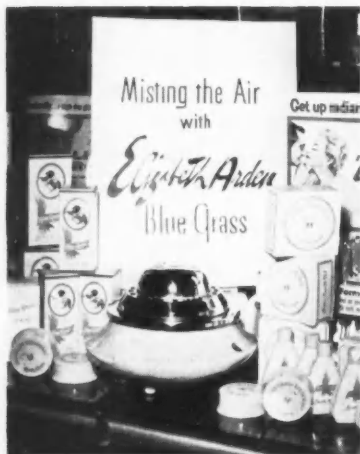
Hand Truck

line. These trucks will now be manufactured as complete welded units instead of bolted constructions. In addition, they are now equipped with smooth, sturdy pressed-steel noses for greater strength with less weight.

New Products

Mist Atomizer

Walton Laboratories Inc. is distributing Walton Fragrant Mist Atomizers for use by retail stores to spray the air with perfumes they are merchandising. The atomizer is plugged into a regular socket and works on a principle called



Atomizer

cold steam. The unit sprays the perfume in a vapor of invisible steam that suspends the perfume in the air. The company reports that there is no chance for the perfume to become dead or stale since the Walton unit does not have any heating coils to deaden the fragrance.

Fluorescent Fixture

Black Light Corp. of America has just put on the market a fluorescent fixture which creates a countersize billboard. Called "Counter Size Spectacular," the item brings out the fiery colors possible only with fluorescent paints to create point-of-purchase display signs. The fixtures weigh little more than a pound and have spring tension clips on the back into which fluorescent placards or shadow box displays can be slipped into place. The advertisers come in three sizes which will activate black light signs 10"x14", 14"x16" and 18"x18".

Processed Waxes

Synthetic hydrocarbon waxes made from crude "contact paraffin wax" resulting from the Fischer-Tropsch catalytic hydrogenation of carbon monoxide gases are now being offered by the Strohmeier & Arpe Co. They are

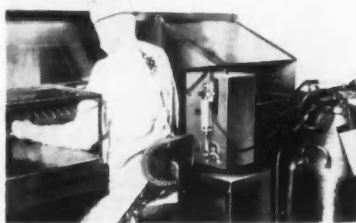
being sold under the brand name Roxite Hard Waxes and have a melting point ranging from 75 degrees centigrade up to 105 degrees centigrade. They are reported to be extremely hard and tough and give an excellent gloss if used in wax polishes. Their color ranges from light yellow to snow white. They are high molecular neutral paraffins, mostly of the straight-chain aliphatic type free from saponifiable matters. They may be, in special processes, oxidized and converted into a fully acid type of wax containing a high percentage of high molecular fatty and waxy acids.

Industrial Chemical Reodorants

Rhodia, Inc. announces the addition of "Alamask" P4-M and "Alamask" P4-M-X to its line of industrial chemical reodorants. They improve low temperature stability, with greater odor coverage of sulfides and mercaptans, it is stated. Addition can be made directly to processes, or applied in dispersible form to effluents from operations.

Portable Vial Filler

The National Instrument Co. has developed a portable vial filler, recently used by the Cutter Laboratories for filling Normal Serum Albumin into 60cc vials. The substance is drawn from a sterile, pressurized tank by the Filmatic and dispensed into the vials



Vial Filler

by the operator. The filling rate is 2,000 per hour. The Filmatic is completely portable and the entire filling mechanism is readily removed for cleaning or sterilizing by simply loosening two thumb screws.

Air Diffuser

The "Modular" Multi-Vent air diffuser, manufactured by the Multi-Vent division of the Pyle-National Co., is said to provide draftless air condi-

tioning. In the completed installation, the air would be injected at low velocity from perforated holes in the diffuser, into the area being cooled. The Multi-Vent diffuser is said to be the only air diffuser that can guarantee draftless air conditioning, particularly when a high number of air changes is required.

Coloring Agents

Two coloring agents, Pfizer Vegetable Color and Pfizer Beta Carotene, have been offered by Chas. Pfizer & Co., Inc. to the food industry. Both products, which can be blended with vitamin A to specification, show a high degree of color uniformity and stability, the company claims. Pfizer Vegetable Color is an oil-soluble 20 per cent suspension of micro-crystalline annatto color in refined winterized cottonseed oil, and has been found excellent in use with margarine, bakery products, edible oils and allied products. Beta Carotene is a stable, nutritional coloring agent with high vitamin A activity, the company states. It can be blended with additional vitamin A for nutritional value.

Flexographic Printing

Lustreprint Corp. has opened a new printing and converting plant with integrated facilities for processing and fabricating raw material to finished printed rolls, plain and printed bags and sheets, also opaque tinted and colored silver plastics. The plant is equipped with the latest six-color flexographic printing equipment to produce a wide scope of packaging materials in cellophane, acetate, polyethylene, foil, ployfilm and saran.

Alkylolamid Detergents

Ninol Laboratories, Inc., has developed a new series of alkylolamide detergents which is said to have high foam stabilizing and thickening properties. Called the Ninol "Extra" series, the new products are the result of a modification of Ninols basic detergent process whereby the amide content of the amine condensates are increased to about 90-95 per cent and most of the other components are eliminated.

Internal Cloth Filter

Incorporation of a recently designed pleated, internal cloth filter as standard optional equipment on their line of vacuum cleaning machines has been announced by the Premier Co. according to the company, the pleated filter produces three times greater filtering area than formerly possible and greater circulation of air in models with self-contained motors.

Chemical Abstracts

Topical Action of Steroid Hormones on Inflammation. T. H. Rindani (Tapiwala Natl. Med. Coll., Bombay). Arch. Intern. Pharmacodyn. 99, 467-73 (1954).—The "granuloma pouch" technique, with croton oil as an irritant, showed that the local administration of hydrocortisone was very effective in reducing the vol. of exudate, and that compound S and deoxycorticosterone acetate increased it. Thru C. A. 49, 6155h

Royal Jelly. H. Tage S. K. Johansson (Queens Coll., Flushing, N. Y.). Bee World 36, 21-32(1955); cf. C.A. 49, 3425a.—Royal jelly appears to have value for therapeutic and nutritional purposes. It is lacking in vitamins A, C, D, E and K but is a reasonably good source of B vitamins and is the richest natural source of pantothenic acid known. A table of comparative analysis and functions of amino acids is included and 103 references are cited. Cf. Haydak and Vivino, C.A. 45, 1256d; Weaver and Kuiken, 46, 650i. Thru C.A. 49, 6192b

The Emulsifying Properties of Polyethylene Glycol Ethers of Cetostearyl Alcohol. J. W. Hadgraft. J. Pharm. and Pharmacol. 6, 816-27, discussion 827-9 (1954).—When used alone the lower members of the series (2 or 4 ethylene oxide units) of polyethylene glycol (PEG) ethers of cetostearyl alc. are more effective than the higher members in emulsifying liquid paraffin and arachis oil. In combination with cetostearyl alc. the ethers produce nonionic emulsifying waxes, and those contg. ethers with 6 or 10 ethylene oxide units are equally effective in emulsifying 70% of the oils. The compatibility of a nonionic emulsifying ointment with dermatologic medicaments is indicated, and it appears that phenolic substances form addn. products with ethylene oxide derivs. A mixt. of propylene glycol 60 and cetomacrogol (cetostearyl-PEG ether) 1000 readily dissolves chloramphenicol and forms a 1% ointment which showed no loss in antibacterial potency after 3 months at room temperature. Thru C.A. 49, 6543g

Minute Constituents of Crude Drugs. VIII. Acetylcholine and Related Substances in Honey. 2. Takeshi Watanabe. J. Pharm. Soc. Japan 75, 83-5(1955). . . Vitamin B. Group in Royal Jelly. Ibid. 90-3.—Antibacterial properties and the presence of the vitamin B group were examd. in 3 kinds of Royal jelly col-

lected in the season when the honey is collected from rape, clover, horse chestnut, and *Robinia pseudoacacia*. There was no antibacterial action, but the presence of the vitamin B group was generally high, especially vitamin B₁ (1500 γ /g.), pantothenic acid (170 γ /g.), and biotin 3.5 γ /g.). This fact suggests the significance of these vitamins for the growth of bee larvae. Thru C.A. 49, 6546i

Neomycin Release from Selected Ointment Bases. Wendell T. Hill, Jr., John F. Bester and Orville H. Miller. Drug Standards, 23, 3, 80-86 (1955).—Twenty-six ointment bases containing 0.5% neomycin were evaluated for stability, compatibility, and release of the antibiotic. Neomycin release was measured by the Agar Plate Method. Eight of the ointments containing anionic substances were found to be incompatible with neomycin. The washable bases, jellies and Span base showed the greatest degree of release of neomycin. Water-containing bases were stable for thirty days, but showed slight decrease in potency after sixty days.

Brazilian Rose-Wood Essential Oil. Waldemar Raoul. Rev. quim. ind. (Rio de Janeiro) 23, 204-8(1954).—There is apparently a contradiction as to the botanical origin of the wood being used as raw material for the distn. of the essential oil. The following species, occurring in the Amazonas region, are referred to: *Aniba roseodora*, *A. parviflora*, *Ocotea caudata*, *Licania guianensis*, and *Protium altissimum*. The wood contains on an av. 1% of oil which is obtained by steam distn. . . . EtOH soly. 70% (1:2), complete, total alcs. (as linalool) 87.47-93.99%, combined alcs. 0.65-0.96%, esters (as linalool acetate) 0.84-1.23%, acid value 0.17-0.26. A comparison was made with the rosewood oil from French Guiana. Its botanical origin is equally unidentified, *Ocotea caudata*, *Protium altissimum*, and *Aniba roseodora* having been quoted. The ds. and ns were equal to those of the Brazilian product; the α value is, however, quite different (-9° to -19°), indicating the predominance of l-linalool, while the Brazilian variety contains a mixt. of d- and l-isomers. The total linalool content is higher, up to 97%. For the detn. of linalool, the formylation method was most suitable. The linalool was isolated from the Brazilian oil by fractional distn. under 5-mm. vacuum. . . . A com. standard specification for the essential oil is pro-

posed: distn. range 86% by volume between 194 and 205°, Thru C.A. 49, 6548g

Improvements in the Field Distillation of Peppermint Oil. A. D. Hughes (Oregon State Coll., Corvallis). Oregon State Coll. Eng. Expt. Sta. Bull. No. 31, 64 pp.(1952).—The following recommendations are made for the field distn. of peppermint oil (from *Mentha piperita*): (1) a pressure gage with steam loop or siphon should be on the high pressure steam line leading to the tub contg. the cured peppermint hay to be steam distd.; (2) an air vent of at least 0.75 in. near the still top of closed condensers or of at least 1.25 in. near the condenser tank of submerged condensers; (3) automatic temp. controls on the cooling water which will save 50% or more of the water requirement; (4) a dial thermometer in the vapor line near the top of the still; (5) the use of a baffled separator to reduce mint oil losses; (6) the use of an "opti-stopper," which is an inverted funnel in the separator, to permit the operator to know when the hay yields no more oil; (7) steam lines should be insulated; (8) the mint plant should be kept clean; (9) condensers should be pre-warmed with steam; (10) Al or stainless steel should be used for equipment in contact with mint, which is corrosive. The vapor pressure of prime oil is 4.0 mm. and of redist. oil 3.3 mm. at 250°F.; its latent heat of vaporization is 115 cal./g. The sp. gr. of prime oil decreases about 4% over the range 60-150°F. Thru C.A. 6549a

Hydrocortisone Ointment in Eczemas. J. Am. Pharm. Assn., 16, 5, 274 (1955).—Improvement or healing is reported in 76% of 105 cases of eczema and dermatitis treated with hydrocortisone ointment 1% or 2.5% (Cortel ointment) while only 17% of the 23 control cases improved in patients treated by Dr. Ronald Church. Response appeared to depend on the ease of absorption of hydrocortisone, eroded and exuding eczema and dermatitis healing rapidly, while lichenified eczema showed little improvement. Good results were obtained in acute contact dermatitis, nummular eczema, atopic eczema, and perianal dermatitis. Lichen simplex, lichenified atopic eczema, and lichenified cases of ano-genital pruritis responded poorly. Infection was spread by the ointment unless controlled before its use. Relapse occurred in many chronic cases on stopping treatment; it could be prevented by using the ointment less frequently as maintenance therapy or by reverting to the use of tar applications. An editorial review of topical hydrocortisone appears on p. 530 of the same issue of Brit. Med. J. (Church, R., Brit. Med. J., 4912, 517 (Feb. 26, 1955).

Flavor Section

Imitation Cherry Flavor

A principal component of both natural and imitation cherry flavors is benzaldehyde but an adequate cherry flavor requires the use of many flavor ingredients. . . . Suggested formulations

MORRIS B. JACOBS, Ph. D.

A NUMBER of papers have relatively recently appeared in the literature reviewing the components of various fruit flavors. Among these are the papers of McGlumphy¹, Bedoukian², and Benezet³, the latter stressing imitation flavors. Somewhat more recently a group of papers have appeared by members of the staff of Givaudan Flavors, Inc. in various journals and in their house organ, *The Givaudan Flavorist*.

A large amount of work has been done on the gross composition of cherries as noted by Lee in Jacobs' *Chemistry and Technology of Food and Food Products*⁴ and by Tressler and Joslyn⁵ but in contrast to some other fruits such as raspberries, strawberries, pineapple, and apple relatively little work has been done on the isolation of the ingredients of cherry flavor.

Volatile Components

There have been two principal studies of the volatile components of cherry flavor. One by Nelson and Curl⁶ and the other by Waser and Mosca⁷, although in the latter case it should be noted that the work was carried out on a fermented mash.

Nelson and Murl used Montmorency cherries as their test material. They concluded that the flavor of cherry juice was due in large part to benzaldehyde and they found 2.8 milligrams of this compound per liter in their cherry juice.

In this investigation, Nelson and Curl distilled 94 liters of cherry juice pressed from pitted Montmorency cherries using vacuum and a temperature of 54 deg. C. and a trap surrounded by a mixture of solid carbon dioxide and alcohol to recover the volatile material from the condenser. In this way 19 liters were collected. The residue in the still had no odor.

The 19 liters was cohobated to give a final distillate of 500 ml. which had a strong flavor of benzaldehyde. The semicarbazone, melting at 214 deg. C. was prepared from this portion to check the presence of benzaldehyde.

They also isolated 10 ml. of a mixture of ethyl and methyl alcohols consisting of 65 per cent of ethyl alcohol and 35 per cent of methyl alcohol.

The residue from the alcohol recovery and the tails were extracted with ethyl ether. Careful evaporation of the ether at room temperature yielded a small residue which had a strong rose odor. The reactions of this residue lead them to conclude that a small amount of geraniol was probably present in the original cherry juice.

Waser and Mosca investigated the aromatic substances presented in fermented cherry mash. As noted below the work of Mathers and Schoeneman⁸ shows that there are changes during fermentation. Waser and Mosca found that the main aromatic components of cherry mash were the esters of the simple carboxylic acids and alcohols. Among these esters were those of acetic, butyric, caproic, caprylic, and capric acids. The principal alcoholic constituents of these esters were ethyl, isobutyl, and isoamyl alcohol. There was some indication that terpineol was one of the constituents and they also isolated benzoic acid. They presumed that lactones were present but were unable to isolate any.

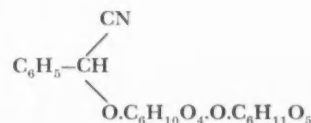
Mathers and Schoeneman⁸ in a study relating to the polarographic determination of benzaldehyde in wine and the action of a fermentation medium on benzaldehyde found that the benzaldehyde disappears during the fermentation process with the formation of benzyl alcohol as the principal product. They also presented evidence for formation of small amounts of benzil and benzoin from the formaldehyde.



They prepared a natural juice by crushing Morello cherries and found that this juice contained 102.1 milligrams per liter of benzaldehyde.

Oil of Bitter Almonds and Benzaldehyde

The benzaldehyde present in cherry juice and in natural cherry flavor comes from amygdalin, a glucoside:



that is mandelonitrile-beta-gentiobioside or more systematically, D-mandelonitrile-beta-D-glucosido-6-beta-D-glucoside. This material is present in the pits of the cherries and is released when they are crushed. At the same time an enzyme, emulsin, is released which reacts with the amygdalin splitting it to give 1 molecule of benzaldehyde, 2 molecules of glucose, and a molecule of hydrogen cyanide. In this respect cherry pits can yield an oil analogous to that of oil of bitter almonds which is actually prepared commercially from apricot kernels (generally called peach kernels) and also from the kernels of peaches and plums.

In general, the pits are heated to 85 deg. C., pressed, powdered, mixed with 10 parts of water, and permitted to macerate for 12 hours. at 50 to 60 deg. C. during which period the emulsin acts on the amygdalin. After the hydrolysis step, the oil is recovered by steam distillation.

It is clear that such natural oils contain hydrogen cyanide. For flavoring purposes an oil free from hydrogen cyanide is prepared. Such natural oils are labeled oil of bitter almonds, free from prussic acid, which is the common name of hydrogen cyanide.

Benzaldehyde can be made synthetically by a number of processes. Among the more important are the oxidation of toluene and the oxidation of benzyl chloride. In the early methods of oxidizing toluene to form benzaldehyde, as in the Étard reaction chromyl chloride was used as the oxidizing agent. For this reason, this method as well as the oxidation of benzyl chloride would yield benzaldehyde products which had small amounts of chloride present.

This small amount of chloride was used as a means of differentiating between "natural" benzaldehyde and synthetic benzaldehyde.

By oxidizing toluene with sulfuric acid and manganese dioxide in which the temperature (40 deg. C.) and the acid concentration (60-65% by weight) are carefully controlled benzaldehyde can be produced in a reaction mixture free from chlorides. At any rate benzaldehyde can be prepared which is free from chlorides and such benzaldehydes are sold by firms dealing in aromatic chemicals to the flavor trade. These are generally labeled, benzaldehyde FFC.

Imitation Flavor

As mentioned in the item, "The Flavor of Cherries A Challenge" in *The Givaudan Flavorist* No. 4, 1954, a cherry flavor may have from 20 to 30

separate components. Thus Jacobs⁹ mentions nearly 50 ingredients which have been recommended or suggested for cherry flavors. In addition to benzaldehyde the more common ingredients mentioned by Jacobs are ethyl acetate, isoamyl formate, ethyl benzoate, ethyl enanthate, isoamyl butyrate, ethyl pelargonate, isoamyl alcohol, eugenol, cinnamaldehyde, benzyl benzoate, vanillin, citral, capraldehyde, and bromelia.

It is interesting to note the differences and the similarities in a number of the formulas appearing in the literature over the past forty or fifty years. Some forty years ago Walter¹⁰ suggested the following formulation:

| | |
|-----------------|-------------|
| Ethyl acetate | 3.5 pounds |
| Amyl formate | 2.25 pounds |
| Ethyl enanthate | 12 oz. |
| Amyl alcohol | 8 oz. |
| Benzaldehyde | 7 oz. |
| Vanillin | 2.5 oz. |
| Benzyl benzoate | 2.5 oz. |
| Clove oil | 2.0 oz. |
| Cognac oil | 1.5 oz. |
| Cinnamon oil | 0.5 oz. |

Some twenty-five years later, Blumenthal¹¹ suggested the following as a possible formulation for a cherry flavor essence:

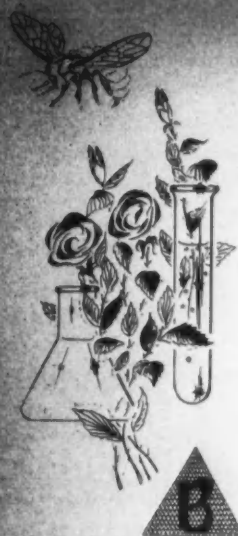
| | |
|-----------------|-----------|
| Ethyl acetate | 64 ounces |
| Ethyl enanthate | 20 |
| Alcohol | 16 |
| Benzyl benzoate | 8 |

| | |
|-----------------------|-------|
| Clove oil | 6 |
| Benzaldehyde | |
| (Bitter almond oil) | 4.5 |
| Ethyl pelargonate | 2 |
| Cinnamon oil | 2 |
| Cognac oil | 1.5 |
| Amyl alcohol | 1.5 |
| Vanillin | 1 |
| Neroli oil, synthetic | 0.125 |

As can be seen there are some similarities and certain differences in these formulations.

The influence of modern developments on the preparation of an imitation cherry flavor can be seen when one compares the composition suggested by Benzet⁸ in 1952 with those detailed above:

| | |
|-----------------------------------|-----|
| Ethyl acetate | 408 |
| Ethyl acetoacetate | 100 |
| Ethyl enanthate | 100 |
| Ethyl caprate | 100 |
| isoamyl butyrate | 50 |
| Ethyl caproate | 50 |
| Ethyl caprylate | 50 |
| Benzaldehyde | 50 |
| Essence of bitter almonds, S.P.A. | 30 |
| p-Tolualdehyde | 20 |
| Vanillin | 10 |
| Terpenyl butyrate | 5 |
| Geraniol | 5 |
| Geranyl butyrate | 5 |
| Essence of cloves, Bourbon | 5 |
| Essence of cinnamon | 5 |
| Acetoin | 5 |
| Essence of wine dregs | 2 |



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In the Benèzet formula, the investigative work of Nelson and Curl and that of Waser and Mosca were taken into consideration as well as the utilization of such synthetic compounds as acetoin, that is acetylmethyl-carbinol and *p*-tolualdehyde.

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- ⁹ Morris B. Jacobs, *Synthetic Food Adjuncts*, D. Van Nostrand Co., New York, 1947.
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- ¹¹ S. Blumenthal, *Food and Flavoring*, Chemical Publishing, Brooklyn, 1942.

Powdered Flavors

THE need for an economically priced flavor having a protected coating has long been desired. Today there are such products. Contrary to general belief the production of the gum arabic coated flavor bud supercedes the sorbitol method by many years. Polak & Schwarz have been producing this type of flavor since 1945.

For all dry products whether they be gelatine desserts, pudding powders, soft drink powders, cake mixes, dairy mixes, pressed type confections or pharmaceutical tablets and lozenges, this type of powdered flavor has a definite place. Users of powdered flavors have realized the following advantages:

1. Greatly reduced manufacturing costs.
 2. No more delays for core mixes.
 3. No special expensive treatments.
 4. No elaborate packaging for flavor retention.
 5. Above all no flavor loss.
- In most cases the powdered flavor is

weighed out with all the other dry ingredients, mixed in the proper mixer and packaged with full assurance of quality flavor being completely retained. The flavor is fully released only when the product is mixed with milk or water as the case may be or on the tongue in the case of a confection or lozenge.

Citrus powdered flavors do not have the indefinite shelf life the compounded flavors have. By compounded is meant the fruit type of flavor composed of essential oils, aromatics, ethers and esters. In use under normal conditions with normal packaging, products flavored with powdered flavors will remain unaffected for the normal shelf life expected by progressive food product manufacturer. This shelf life is considerably longer than that of the initial powdered flavors produced ten years ago. With new processes for deterpenating citrus oils and with finer controls on production, the stability of the citrus oils has been greatly increased.

What are these powdered flavors? They are in effect an amalgam. . . . Tiny droplets of oils or compounded flavors, each one encased in a readily soluble protective coating which coating hermetically seals in the most delicate and volatile components. This affords protection against the deleterious effects of oxidation and aging.

Unfortunately the production of these flavors is rather a costly one. Spray dryers and the necessary control equipment are expensive as is the operation of the Dryer. Two types of dryers are presently in use. The drying chambers of each is designed to handle different methods of atomization. One method of atomization is the forcing of material through an atomizing nozzle by means of a high pressure pump. However, with this type of atomization, unless the drying chamber is of considerable height, a relatively small particle sized flavor is obtained. The other method is by centrifugal atomization. With this method the product is atomized by the centrifugal action of

the wheel and here too, particle size is also limited to the size of the drying chamber.

Particle size of 80 mesh is relatively easy to produce and smaller particle sizes can easily be made by proper manipulation of the apparatus. Powdered flavors with citrus oil content of 20% are being produced. With the use of fold and terpeneless oils it is possible to make a powdered flavor equal to or stronger, in flavor strength, than the natural oil. Highly volatile aromatics such as diacetyl, as an ingredient of a compound, can successfully be captured. Great care should be exercised in spraying powders containing volatile oils and esters to insure that the operating temperatures of the dryer are well below the explosive limits from a vapor or dust consideration.

For control purposes, the spectrophotometer is of assistance. Raw materials and component ingredients can be carefully checked for quality. With powdered citrus and spice oil flavors, the oil content of the finished powder can be determined by distillation. For batch to batch uniformity control, this method is satisfactory, but with compounded flavors this method is rather difficult. Here the use of the spectrophotometer absorption curves quickly determines uniformity from batch to batch. In duplication and development work, however, the spectrophotometer is of controversial value.

Powdered flavors are here to fill a long sought for need. They should greatly expand the production of better dry mix food products to further intrigue the palate of the great consumer public. With the passage of time, these powdered flavors will undoubtedly be improved as all flavors have been improved by our Industry over the years. This improvement will be in direct ratio to the integrity of the manufacturer and the skill of the flavor chemist.—Condensed from paper prepared by Charles E. Fricke, vice president in charge of flavor production, Polak & Schwarz, Inc. for the F. E. M. A.



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Soap Section

Insuring Clarity in Liquid Soaps

Causes of cloudiness . . . Suppressing hydrolysis . . . Storage before and after filtration . . . Maintaining a high degree of clarity

PAUL I. SMITH



THE aim of every manufacturer producing liquid soap is to insure perfect uniformity of output and to maintain a high degree of clarity. There is no disguising the fact that a brilliant liquid soap, even if its detergent ability is poor, generally sells better than a turbid product which gives a quick, thick and fine-bubble lasting lather.

Essentials of Good Liquid Soap

The essential characteristics of a commercially successful liquid soap may be briefly summarized as follows:—

1. Clarity.
2. Good lathering and cleansing properties.
3. Mild effect on the skin.
4. Pleasing aroma.
5. Adequate body which will give the impression of high concentration and therefore good value for the money.

It will be seen in this list that clarity ranks as No. 1, and, indeed, this is not by any means an exaggeration.

Thomssen and Kemp in their excellent book *Modern Soap Making* state that "the chief difficulty in the manufacture of liquid soap is the development of cloudiness." This may be due to several causes, particularly the formation of insoluble calcium and magnesium soaps and the sticky soaps of some of the higher fatty acids which are liable to settle out at low tempera-

tures. Hydrolysis of the soap bodies is another rather frequent cause of turbidity, and this may be promoted by rancidity changes. Some manufacturers attempt to safeguard themselves against trouble due to rancidity by the use of anti-oxidants or antiseptics. The most favored are thymol and pine tar, also straight antiseptics such as beta-naphthol.

Cheap perfumes can cause slight cloudiness after a few weeks of storage, and that is why it is always advisable to test the various additives to the soap to be sure that they have no detrimental effect on the appearance of the product.

Use of Sodium Hexametaphosphate

The use of metaphosphate, or rather sodium hexametaphosphate to give it the correct name, is recommended for the treatment of water to be used for liquid soap manufacture. This phosphate has the unique property of preventing the formation of insoluble hardness soaps and converting very hard waters into soft ones with a pH of about 6.5, or 8.5 if free alkali is present with the phosphate for the purpose of rendering it more easily soluble. Tetra potassium pyrophosphate, a comparatively new addition to the range of phosphates, is also of interest to manufacturers of liquid soaps as it is more highly soluble than the sodium salt.

The main advantage of the presence of these two salts that is sodium and potassium tetra pyrophosphate, is that they prevent small particles of insoluble matter from settling out of solution. The pyrophosphate also improves the detergent ability of the soap, and yet does not increase its pH to the extent that the skin is likely to be adversely affected. Naturally the use of the phosphates in liquid soaps must be governed by the type of soap manufactured and for particularly high grade surgical soaps, it would be inadvisable to increase the alkalinity even a fraction.

Various other additives are added to the soap, which among other things, are said to improve its clarity. Claims are made for alcohol, sugar, glycerine, turkey-red oil and borax, etc., but in many cases the effect produced is not permanent. These additives are, however, useful because they often improve the actual quality of the soap apart from influencing its appearance.

Suppressing Hydrolysis

The addition of potassium chloride is claimed by a writer in *Seifensieder-Zeitung* 66,249 to suppress hydrolysis. He recommends a soap made from fatty acids by the semi-boiled process. For this he uses 21 parts of coconut oil fatty acids which may, however, be replaced by palm-kernel oil fatty acids, 3 parts of castor oil fatty acids, about

11 parts of caustic soda, 50 deg. Be., diluted with water, 58 parts of distilled or softened water which contains 2 parts potassium chloride dissolved in it. The product is allowed to stand at a low temperature for one or two weeks and then is filtered.

Storage of Liquid Soap

The storage of the liquid soap is very important and largely determines the clarity. The usual temperature recommended for storage is between 0 and 5 deg. C., but the present writer considers that better results can be obtained by the progressive reduction of the temperature during storage. That is, commencing at 15 deg. C., and then dropping down to 0 deg. C. after 36 to 48 hours. This is recommended because some of the bodies causing turbidity are thrown out at slightly higher temperatures than 0 deg. C.

Several Weeks Storage

Storage should be continued for several weeks, at least four and preferably six weeks. Ekmann recommends that in filtering the soap it is a good plan to mix it with some asbestos wool. He claims that in this way a thin asbestos layer is deposited on the filter cloth and this makes filtration very rapid—the first portion of the filtrate being returned to the filter to ensure transparency. Ekmann also claims that the minimum storage can be reduced from fourteen to two days by adding a gel of aluminum hydroxide which carries down impurities.

P. C. Carman claims that filter aids, such as asbestos, kieselguhr, colloidal aluminium hydroxide, etc., are effective only if correctly proportioned in the cake and they are best applied to high compressible cakes, since the improvement in rigidity of the cake enables higher filtration pressures to be used.

Storage After Filtration

After filtration a further period of storage is advisable as it not infrequently happens that a slight sediment is thrown out on settling the filtered soap; apparently even filtering is not by any means the final solution to the problem.

In conclusion, it is as well to stress the importance of perfect cleanliness in the case of all containers used for the transportation of liquid soap. The presence of rust, free grease, etc., all tend to effect the brilliancy of the properly processed soap.

Soap, Detergent Tonnage Sales Same As '54—Up In \$ \$ Value

Sales of soaps and synthetic deter-

gents for the first six months of 1955, were approximately the same in tonnage, but 5% better in dollar value, than in 1954. Seventy-eight manufacturers, representing a high proportion of the industry volume, reporting in the quarterly sales conducted by the Association of American Soap & Glycerine Producers, recorded sales of soaps and synthetic detergents totaling 1,756,973,000 pounds, valued at \$408,746,000, compared to 1,748,769,000 pounds valued at \$390,161,000, during the first six months of last year. Dollar sales of soaps and synthetic detergents were higher during this six month period than for any first half year since these data were first compiled on synthetic detergents in 1948.

Synthetic detergents continuing to rise in sales, new represent 62.5% of the total market. Reported sales of all synthetics for the first half of 1955 totalled 1,097,567,000 pounds, compared to 1,021,146,000 pounds for the same period a year ago, an increase of 7.5%. Dollarwise, synthetic detergent sales amounted to \$254,395,000, as against \$232,432,000 last year, up 9.4%.

Liquid synthetic detergent sales have shown a steady increase in sales. During the first half of 1955, sales totalled 69,848,000 pounds compared to 55,448,000 pounds last year, an increase of 26%. In dollar value, sales amounted to \$33,251,000, an increase of 26.6% over the first half of 1954.

Sales of soap only for six months in 1955 totalled 659,406,000 pounds, off 9.4% from 1954. In dollars, sales amounted to \$154,351,000, compared to \$157,729,000 last year, a decline of 2.1%.

Chemical Abstracts

Washable Oil in Water Ointments. VI. Influence of different factors on the Loss of Water in Open Storing of Washable Ointments. K. Munzel and R. Ammann (Pharm. Inst. Zurich, Switz.). Pharm. Acta Helv. 29, 361-8 (1954); cf. C. A. 48, 14111h.—Factors which can delay the evapn. of H₂O from oil-in-H₂O ointments stored in nonairtight containers were examd. The addn. of 10 or 20% glycerol, polyethylene glycol 300, or Arlex (sorbitol soln.) to ointments contg. 0.1 mole of soap does not prevent the evapn. of H₂O; however, an increase of the fatty phase produces a decrease of evapn. thru C.A. 49, 5773h.

The Conservation of Roses Prior to Their Distillation for the Preparation of Rose Oil. D. Ivanov and Chr. Ivanov. Compt. rend. acad. Bulgare sci. 6, No. 3, 13-16 (1953) (Pub. 1954) (in French).—Roses of Bulgarian origin, handled 4-5 hrs. after picking, main-

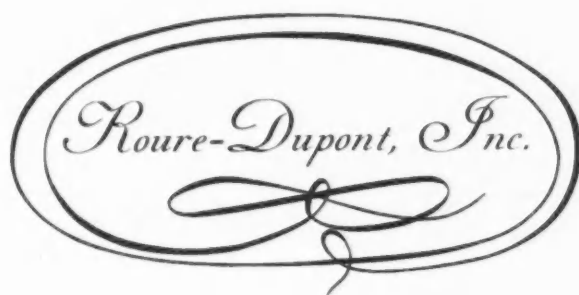
tained their entire quantity of rose oil when preserved in a 20% NaCl soln. Thru C. A. 49, 5782d.


The Composition of Bulgarian Rose Oil Obtained by the Soviet Method. D. Ivanov, N. Marecov, and Il. Ognyanov. Compt. rend. acad. bulgare sci. 6, No. 3, 17-19 (1953) (Pub. 1954) (in French).—The Soviet production method for rose oil, which includes steam distn. of the petals, sepn. of the initial oil, and absorption of the soln. oil with active C, with eventual desorption by an org. solvent, was applied to the whole flower, giving 0.051% oil contg. 28.6% phenethyl alc., 41.1% citronellol, and 19.7% geraniol. Thru C. A. 49, 5782h.

Gravimetric Determination of Cholesterol in Wool Wax. H. W. Knol. Rec. trav. chim. 73, 924-30(1954) (in English).—The analytical detn. of cholesterol (I) in wool-wax alcs. by means of the formation of an insol. addn. product with digitonin (Ber. 42, 238, 1909), gives unreliable results, because of the co-pptn. of the "triterpene," alcs.; 10-20% of the pptd. fraction may consist of "triterpene" wool-wax alcs. A correction for this co-pptn. cannot be given because no definite relationship exists between the contents of I and "triterpene" alcs. in wool wax. The photometrically measured color reaction of Lieberman-Burchard (cf. Luddy, et al. C. A. 48, 5530f) should be preferred. This method offers 2 advantages over the gravimetric detn. with digitonin: (a) I and the total mixt. of "triterpene" alcs. can be measured separately in a single soln. and (b) dihydrocholesterol, which is pptd. by digitonin, is not measured in this way, because contg. no unsatn. it cannot give the Lieberman-Burchard reaction (loc. cit.). Thru C. A. 49, 5864a

Identification and Determination of Thioglycolic Acid in Cold Wave Preparations. H. Forster, A. Meyer, and H. Volkart (Chem. Lab., Zurich, Switz.). Mitt. Lebensm. Hyg. 45, 490-5 (1949).—Twenty-six cold-wave preps. were tested. HSCH₂CO₂H can be detected by its color reaction with Na nitroprusside or FeCl₃ or by pptn. with a Cd salt. The detn. is carried out either by iodometric titration and detn. of the amt. of sulfite present or by iodometric titration of the pptd. Cd. salt. Thru S. A. 49, 5781e

Composition of Bulgarian Rose Oil. D. Ivanov and N. Marecov (Univ. Sofia). Compt. rend. acad. bulgare sci. 7, No. 1, 14-15 (1954) (in French).—Oil steam-distd. from *Rosa damascena* mixed with 3.5-13% *Rosa alba* contains 45-51% citronellol. Its phys. const. and analytical values are listed. Thru C. A. 49, 5783i.



PLEASE  TURN THE PAGE

Rose



Due to the uncertainties of obtaining Bulgarian Rose of consistent quality and its resultant high costs, and the present high price of Rose de Mai, our international laboratories have devoted endless time and diligence in developing Rose Specialties that have enhanced our reputation for great technical achievement.

We are proud to recommend these products. Their exceptional quality and value is attested by the success attained by our clientele.

ROSE V

A very faithful and rich interpretation of the depth of the Bulgarian Rose. Of vital interest to perfumers seeking this note in perfume creations that cannot afford the natural. Can also be advantageously employed as an extender or substitute. \$37.50 per lb.

ROSE M

Captures all the delicacy and natural freshness of the Rose de Mai of Grasse—heady, warm and recommended for its real floral character. \$25.50 per lb.

HYDRO ROSE

One of our notable creations. An inexpensive Rose with the delightful character of the very heart of the flower. Has wide usage for colognes and all related cosmetics. \$3.75 per lb.



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FLORANOL

(AN ESTER)

Typical Specifications:

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|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PHYSICAL APPEARANCE: | Light yellow liquid. |
| ODOR TYPE: | Fruity Rose. |
| SOLUBILITY: | 45 parts soluble in 100 parts of 70% Ethyl Alcohol. |
| STABILITY: | Stable in the presence of alkalies. |
| REFRACTIVE INDEX $n_{\frac{20}{D}}$: | 1.4941 |
| SPECIFIC GRAVITY $\frac{20}{20}$: | 1.0510 |
| QUALITY: | Specifications carefully checked in our modern control laboratories. |
| SUGGESTED USES: | As an addition to Rose compounds — 3% to 5% to impart the fruity floral note found in all Roses. Invaluable in Rose compositions for creams, powders, lotions, etc. Moderate in price. |

Other VERONA Rose ingredients manufactured from synthetic raw materials produced entirely within the U.S.A.:

ROSANOL • CUMIN KETONE • RESEDALIA

DIMETHYL OCTANOL SPECIAL • DIMETHYL OCTANYL ACETATE
DIMETHYL OCTANYL FORMATE

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OWENS-ILLINOIS ASSURES YOU A



Co-ordinated Research

Pure research into formulae and fabrication of glass, *packaging research* into processing and handling methods in customer plants, and *market research* into consumer attitudes, add up to greater specific value for your packaging dollar.



Engineered Design

The package that takes your product to market must take *three* needs into account. Considerations of its function in the retail store, its operating efficiency and its consumer utility all become a part of the prescription for an Owens-Illinois package.



The Right Container

Versatility of facilities and talents points to Owens-Illinois as your best source of supply for a wide range of specialized needs: Containers where beauty, utility and tradition are blended in the proportions required by different product classifications.

For a Lady... Charm



COMPLETE PACKAGING APPROACH



The Right Closure

Know-how as to the best available liner and closure—best for packing, displaying, or using a specific product—may well be one of the most important single points through which expert packaging counsel will reward you many times over.



Needed Fitments

With emphasis on the word "needed," Owens-Illinois specialists are keenly aware of sales benefits possible through use of plastic shaker and pour-out fitments which are not "gadgets" but which increase consumer satisfaction with your product.



Merchandising Cartons

Modern cartons are developed only through systematic consideration of their opportunity to serve you in the retail store and retail warehouse as well as on your own filling line and in transit. Owens-Illinois is pioneering such developments.

For a Man... Good Grooming



For both...

*a Duraglas salespackage
with sales appeal built in*

The very lines of its package can draw customers to your product. It can have feminine daintiness—masculine vigor, and at the same time make your product convenient to use.

This way it becomes a salespackage.

At Owens-Illinois salespackaging has been developed as a science. From bottle design, through proper

fitments and closures, to the final carton, the purpose is to achieve a package that sells.

Whatever your product, call upon Owens-Illinois for packaging plans. You will have the co-operation of a marketing-minded supplier ready to provide glass containers of all types, capacities and designs.

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AN **II** PRODUCT

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GENERAL OFFICES • TOLEDO 1, OHIO



NEWS and EVENTS

Royal Jelly from Bees Lecture At New York S.C.C. Meeting

The New York Chapter of the Society of Cosmetic Chemists will resume its monthly meetings September 28 in the Metropolitan Room of the Brass Rail restaurant.

The guest speaker for the evening will be R. B. Willson, president of R. B. Willson, Inc. Mr. Willson, who is chairman of the Honey Industry Council of America, will present a paper entitled "Honey Bees and Royal Jelly" and will follow his talk with a thirty minute film in color on his subject.

Michael A. Stanton, chairman of the New York chapter, announces that this will be an open dinner and meeting and guests are cordially invited.

Warner-Lambert Builds New Manufacturing Plant

Construction of a new multi-million dollar plant by the Warner-Lambert Pharmaceutical Co. in Lititz, Pa., has begun.

Building of the modern air-conditioned building which has been specially designed for cosmetic and toiletry manufacturing, is expected to be completed June 1, 1956, with initial production scheduled for September of the same year. The plant will employ the most modern concepts in exterior design and efficient layout, in both plant and office areas.

Payot-French Cosmetics Being Introduced at J. W. Robinson

Frederic Mangin, vice president of the Dr. Nadine G. Payot French cosmetics and skin treatments, flew to Paris August 5 to complete arrangements for the introduction in the United States of this well known line of beauty products.

Dr. Nadine G. Payot, one of Europe's foremost scientific cosmeticians and dermatologists, and her son, Albert Payot, now directing the business, will accompany Mr. Mangin upon his return early this month.

Mr. Mangin and Madame Nina Spiridovitch, head cosmetician from the Paris beauty salon and cosmetician school, have been here preparing for the September 15 opening on the West coast.

A.C.I. Annual Sales Clinic To Be Held in October

The Fifth Annual Sales Clinic sponsored by the Salesmen's Assn. of the American Chemical Industry will be held at the Roosevelt Hotel, New York, October 24, in conjunction with the Annual Dinner of the Assn. The general theme of the clinic will be "Effective Selling of Chemicals."

Linde Long Reach Silicone Plant Nearing Completion

Production at the new \$14,000,000 Long Reach, W. Va. Silicone plant of Linde Air Products Co., a division of Union Carbide and Carbon Corp., is scheduled to start this fall, according to R. S. Abrams, plant manager.

Long Reach is eight miles south of Sistersville, W. Va., and about 35 miles upstream from Parkersburg.

The front section of the L-shaped building will consist of two stories, with products being manufactured on the second floor and then flowing down to the filling and finishing lines below. Warehouse and shipping areas will occupy the remainder of the plant building.

A three story office building will be connected to the plant by an enclosed passage. The entire area of 310,000 square feet will accommodate operations now requiring approximately 390,000 square feet.

Strike Ended At Heyden's Garfield, N. J. Plant

Heyden Chemical Corp's. Garfield, N. J. plant went back to full production August 8 following termination of a strike by members of Local 566, United Gas, Chemical, Oil and Atomic Workers, CIO, who stopped work July 11.

Fluorinated Refrigerants and Propellents In Good Supply

For the first time in several years, fluorinated hydrocarbon refrigerants and aerosol propellents of every type and class are in good supply with productive capacity geared to meet current and long-term needs of refrigeration, air conditioning, aerosol and other consuming industries. The shortages of some products experienced this time last year are definitely over, and no one need do without, whether he is a cosmetic manufacturer contemplating a new personal product in aerosol form, or an air conditioning contractor requiring a refrigerant to charge a new installation.

This news became evident as General Chemical Division, Allied Chemical & Dye Corp., announced that its large new plant for "Genetron" fluorinated hydrocarbons at Danville, Ill., would be in production within 30 days.

E. I. duPont de Nemours & Co. also reported similar facts on the supply situation and stated at the annual meeting of the Air Conditioning & Refrigeration Institute in Hot Springs, Va., that the demands for air conditioning, refrigeration, and expanding aerosol markets "will not exceed within a decade or more the capacities now being built."

E. S. Hagerthey Of Wheaton Retires

Edward S. Hagerthey, who has been actively engaged in the manufacture and marketing of glass containers for half a century, retired at the end of July.

Mr. Hagerthey has been manager of the New York sales office of the T. C. Wheaton Co., Millville, N. J., since 1918.

A resident of Roselle, N. J., for the past 35 years, Mr. Hagerthey has held most of the public offices in the borough including that of mayor. He was also director of Civil Defense and Disaster Control.

Mr. Hagerthey is a member of the American Standards Assn. and an ex-chairman of the Tariff Committee of the Glass Container Assn.



Geranidar

...when the cost of geranium goes up, the value of an excellent replacement is more important than ever... **Geranidar** is just such a replacement...

...the odor, value, character and stability of **Geranidar** have been time-tested for years.

Write on your letterhead
for samples and suggestions.

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Walter Plaut, executive vice-president, Lehn & Fink Products Corp., presents a check for \$600 to Miss Grace McElveen, promotion manager of television station WAFB-TV, Baton Rouge, La., at the Lehn & Fink offices in New York. The check was first prize in a nation-wide contest for promotion and merchandising of the "Sunday Lucy Show," sponsored by Dorothy Gray cosmetics and Hinds, Etiquet, and Lysol—all Lehn & Fink products. Left to right: William Hausberg, director of advertising and promotion, Lehn & Fink and Tussy divisions, Mr. Plaut, Miss McElveen, Tom E. Gibbens, president and general manager of WAFB-TV, and William C. Dekker, vice president of McCann-Erickson, Inc., advertising agency for Lehn & Fink which conducted the contest.

Scovill Misses Great Flood Damage

Last month's flood created a state of emergency in certain New England areas, including Waterbury, Connecticut.

Fortunately, severe damage was not inflicted on the Main Plant of the Scovill Manufacturing Co., according to Paul E. Fenton, vice president, manufacturing division.

There was minor dislocation to certain operations which were housed in low areas, but the damage was not serious and was rectified promptly. There was no substantial delay in carrying out delivery commitments or in production of items going to the drug and cosmetic industries.

All direct rail transportation for freight, express and passengers to and from Waterbury was out of service for some time. However, highways to and from Waterbury were open and trucking firms made satisfactory deliveries to main rail lines.

The company and its employees, in addition to taking care of their jobs, rendered every possible service to the needs of the community.

IRS Division Clarifies Vanilla Bean Regulation

The Alcohol and Tobacco Division of the Internal Revenue Service has held that non-beverage manufacturers who produce vanilla extract are not authorized under sections 5131 to 5134, inclusive, of the Internal Revenue Code of 1954, to traffic in residue, such

as spent vanilla beans, containing alcohol upon which drawback of tax has been allowed.

The agency said that spent vanilla beans may not be sold by non-beverage manufacturers except where all alcohol has been removed or unless the beans have been treated with a substance which will prevent the recovery of any alcohol. To accomplish this, the exhausted beans must be dried to the extent that all alcohol has been evaporated before removal from the non-beverage premises or they must be treated with kerosene sufficiently to prevent any residual alcohol from being recovered therefrom.

Except in the event of sale as provided above, spent vanilla beans must be destroyed by burning by the non-beverage manufacturer or must be removed from his premises for destruction by the sanitation department of the city or municipality. In all instances where exhausted vanilla beans are so removed, the non-beverage manufacturer must first treat the spent beans with kerosene to the extent that it will be impossible to recover any of the alcohol therefrom.

Wirz Purchases All Stock Of Metal Parts Manufacturer

A. H. Wirz, Inc., has purchased all the stock of American Extrusion Corp., manufacturers of extruded metal parts. American Extrusion will be operated as a subsidiary of Wirz, with Townsend Cox as president, Harold Temple and Irving Sperry as vice presidents, and Walter Rowan as treasurer.

Stanton Sales Co. Moves to New Offices

Stanton Sales Co., which represents Halby Chemical Co., Inc., Halby Products Co., Inc., and Chemo Puro Mfg. Corp., has moved to new offices at 373 First Avenue, New York 10, N. Y.

Pfizer Joins in Plan To Build Atomic Reactor

Chas. Pfizer & Co., Inc. has joined seven other leading corporations in a plan to build an atomic reactor for research use.

To be called The Industrial Reactor Laboratories, the facility will be located on a 250-acre tract within 50 miles of New York City. It will be constructed by AMF Atomics, Inc., a subsidiary of the American Machine and Foundry Co. It is the first in the world to be owned and operated by private companies for research in the use of nuclear energy in industry and medicine. Cost is estimated between \$1,500,000 and \$2,000,000.

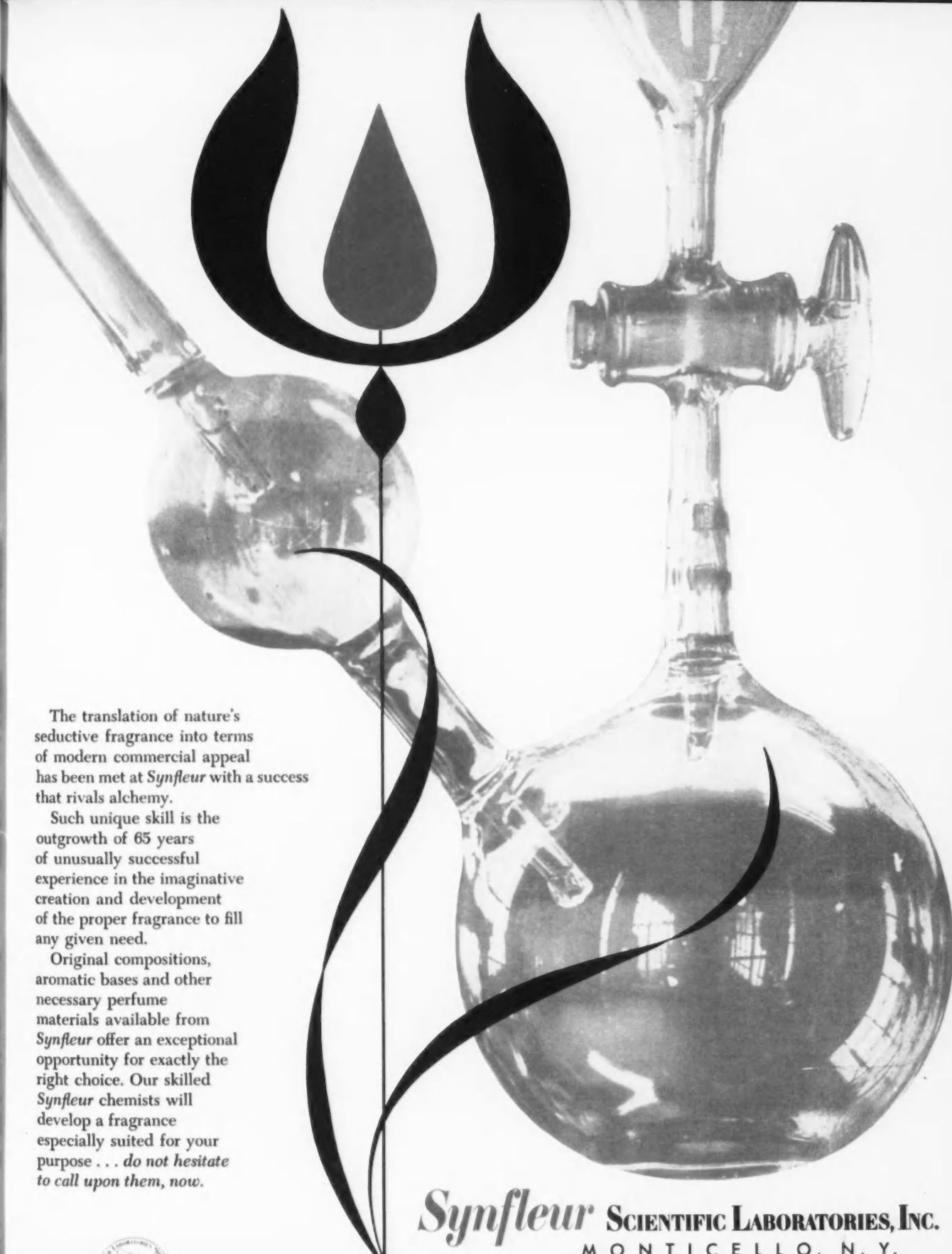
Participating in the formulation of the plans, besides Pfizer and AMF Atomics, Inc., are the American Tobacco Co., Continental Can Co., Corning Glass Works, International Nickel Co., Socony Mobil Oil Co. and U. S. Rubber Co.

Construction is scheduled to begin early this fall. The facility is expected to be ready for use a year later. Final selection of the site is subject to clearance by the Atomic Energy Commission, from which the reactor's fissionable fuel will be obtained on a lease basis.

ACS "Objective Broadcast" Reveals New Order in Odors

Perfumery and the work of Standard Aromatics Inc. were the subjects of the American Chemical Society's weekly dramatic radio broadcast, "Objective," in its program of July 28. The program, featured on some 50 radio stations from coast to coast, was a dramatic presentation based largely upon experiences and research of Standard Aromatics, Inc. Some of the material in the program came from "The Science and Art of Perfumery," the book by Edward Sagarin of the company recently published.

Among the incidents dramatized on "Objective," which was written and produced by David Hill for the A. C. S., were research to impart a hickory-steak odor to a charcoal igniter; work on odorous shark repellents and odor-additives as warnings in natural gas; the identification of flavors of deliberately wrongly colored materials; and the use of fragrance in a wide variety of beauty products.



The translation of nature's seductive fragrance into terms of modern commercial appeal has been met at *Synfleur* with a success that rivals alchemy.

Such unique skill is the outgrowth of 65 years of unusually successful experience in the imaginative creation and development of the proper fragrance to fill any given need.

Original compositions, aromatic bases and other necessary perfume materials available from *Synfleur* offer an exceptional opportunity for exactly the right choice. Our skilled *Synfleur* chemists will develop a fragrance especially suited for your purpose . . . *do not hesitate to call upon them, now.*



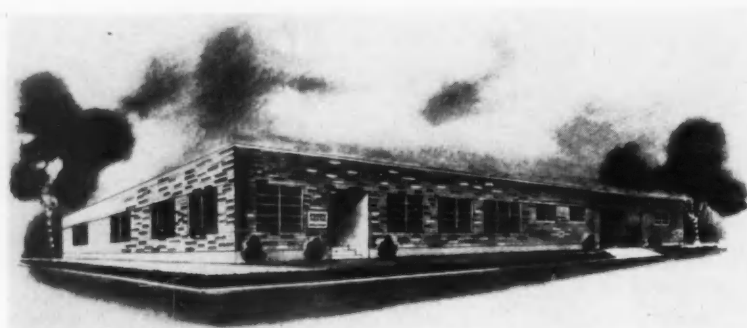
Founded 1889 by Alois Von Isakovics

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Perry Bros. Inc. in New and Larger Quarters

The success of Perry Bros. Inc., manufacturer of perfume bases, aromatic and flavor materials, in the decade since it was organized by Benjamin Perry, Herbert Perry and Daniel Perry, has been so marked that the company was compelled to expand.

As a result it has just moved into its new building at 61-12 32nd Ave., Woodside, 77, L. I., N. Y. just a few

minutes from the heart of New York City. The telephone is RAvenswood 1-3636.

The building houses the executive offices, the laboratory and production and warehouse facilities. In the new building the most modern laboratory, research and manufacturing equipment has been installed.

The three brothers together have a total experience in the essential oil and aromatic chemical field of 55 years.

Chas. L. Huisking Forms New Company

Chas. L. Huisking & Co., Inc. announces the formation of a new company, Clinto Chemical Co., Inc. to handle their expanding manufacturing operations at their plant located in Brooklyn.

The Huisking Co. is discontinuing its trading operations, and will act as agents and distributors for the many American and foreign manufacturers it represent, as well as for the newly formed company, which in addition to camphor tablets, santolin, vitamin oils, and chemicals, is adding other specialized chemical products and alkaloids.

Maryland Circuit Court Upholds Fair Trade

The constitutionality of the Maryland Fair Trade Act has been upheld by that State's Circuit Court No. 2 of Baltimore in the case of Home Utilities Co., Inc., a Baltimore merchant, vs. Revere Copper & Brass, Inc., Borg-Erickson Corp. and Lionel Corp.

In an opinion handed down by judge James K. Cullen, the legality of the "non-signer" or "due notice" provision of the fair trade law was upheld. This provision requires that all retailers who choose to handle a fair-traded trade-marked product, having due notice that it is on fair trade, must observe the product's minimum fair trade price established by the manufacturer in contracts with retailers.

The economic arguments made by the plaintiff against fair trade are "clearly debatable," Judge Cullen held. But the whole economic question is one for the legislature to consider and is not within the province of the courts, he noted.

Interesting Bottle Collection Gathered by Canadian Couple

One of the most unusual collections in Canada which came out of their association with the drug business, is owned by Mr. and Mrs. Samuel Teazel in the Bay of Quinte, town of Picton, Ontario. Their collection of perfume and cosmetic bottles, gathered from all over the world numbers over 1,500 in one group, with an additional 500 miniature items as well.

Representing outstanding examples of the glass and ceramic arts, the collection includes Venetian, French, German, American, Irish, English and Canadian glass, along with Sevres, Meissen, Worcester, Rockingham, Chelsea and Nantgarew porcelain pieces.

The Teazels operate the oldest drug store in Ontario, according to their information. It was originally established, as far as can be ascertained, around 1819. It has been in the present premises since 1829.

N. J. Leigh of Einson-Freeman Addresses CIBS on Sales Ideas

N. J. Leigh, chairman of the board of directors of Einson-Freeman Co., discussed "10 Sizzling Sales Ideas of 1956"

at the monthly meeting of the Cosmetic Industry Buyers & Suppliers Assn., August 11 at Toot Shor's restaurant in New York City.

New Pharmaceutical Laboratory For Hoffman-La Roche

Construction of a Pharmaceutical laboratory embodying all the latest scientific improvements, has been completed for Hoffman-La Roche, Inc. at their Nutley, N. J. plant. The building is one of several recently completed for Hoffman-La Roche.

The laboratory is a three story structure, 79 x 158 ft. with provision for future expansion to double the present area. Completely air-conditioned throughout, the laboratory is equipped with an emergency generating system. This feature is a necessity because of the number of rooms requiring constant temperature and humidity and the housing of animals.

Pfizer Launches Fund Raising Campaign for Flood Victims

In a direct response to an emergency appeal from the American Red Cross, the Chas. Pfizer & Co., Inc., plant in Groton, Conn. launched a unique company-employee helping hand campaign to raise funds for the victims of the flood-devastated Connecticut and adjacent areas.

More than \$5,000 is expected to be raised in a program in which the company donates \$2.00 for every \$1.00 contributed by an employee. The collection will be turned over to the Red Cross Disaster chairman of the New London, Conn. area. The hardest hit areas, Putnam, Waterbury and Hartford will be among the first communities to receive this aid.



Merle Norman goes over plans for a new advertising campaign with George McConnell, of Anderson-McConnell Advertising Agency, newly appointed to handle all advertising for Merle Norman Cosmetics.

Sheffield Tubes

S. C. Johnson & Son's new Blem removes furniture blemishes . . . rings, burns and scratches . . . by actually re-compounding the finish the way a professional refinisher does.

A get-acquainted tube of Blem is now being offered free to purchasers of Johnson's Pride — truly a potent combination to beautify America's furniture!


Smart, sturdy, convenient, collapsible metal tubes — **Sheffield Process Tubes** — make the ideal choice for more effective merchandising, sampling and selling!

Try Sheffield on your next order.



THE SHEFFIELD TUBE

Factory and Home Offices: New London, Conn.; Sales Offices: New York, Chicago, Los Angeles



Nothing Compares with

Astrotone[®] Br

A macro-cyclic single chemical similar to the musk-like materials of natural origin.

ASTROTONE BR recalls the odor of musk tonquin, but without the heavy, depressing animal by-notes which are present in material musk.

ASTROTONE BR has the following properties:

Boiling Point: 125°C. at 1 mm.

Freezing Range: -5.0° to -7.0°C.

Specific Gravity: 1.044 to 1.0455 at 20°C.

At room temperature, **ASTROTONE BR** is a colorless to light yellow viscous oil; below room temperature, clear ice-like crystals. It is soluble in all proportions in alcohol and other perfume materials.

Rigid manufacturing controls insure not only chemical purity but uniformity of odor. In the more than 15 years during which **ASTROTONE BR** has been on the market, the number of perfumers using it has increased considerably.

We invite your inquiries.

Rhodia INC.

230 Park Avenue, New York 17, N. Y.
PLANT: PATERSON, N. J.

IN CANADA: Naugatuck Chemicals Div., Dominion Rubber Co., Ltd.
Montreal Toronto Winnipeg



Lit Brothers, Philadelphia, have won first prize (in the first category, department stores in cities of over 220,000 population) in Shulton's 1955 Old Spice Father's Day Window Contest. In carrying out the hobby theme of the contest, the window featured a mannequin wearing a diving helmet and standing amid a treasure chest of Old Spice products. The 6 ft. high, 10 ft. long boat was covered with moss and barnacles. Vari-colored sand and star fish, shells etc. were grouped on the floor. To give the effect of an underwater scene, nylon netting was stretched across valance. Copy read: "He'll Dive For Old Spice . . . A Treasure Any Dad Would Love."

Felton Chemical Co. Moves into New Quarters in Mexico City

Distribution facilities of Felton Chemical Co. have been expanded since the company moved into new and larger quarters in Mexico City at Bahia de Todos Los Santos No. 174-A. Juan Arenas Robledo is manager of Felcomex, S. A. in charge of Felton's Mexican operation. Dr. Oscar L. Urrutia, manager of the Latin American division of Felton Chemical Co. attended the opening of the new offices.

Pkg. Machinery Mfrs. Inst. To Hold 23rd Annual Meeting

The Packaging Machinery Manufacturers Institute will hold its twenty-third annual meeting at The Homestead, Hot Springs, Va., September 15-18.

Chemical Exposition To Reveal Recent Progress

Progress in the sciences and arts that are represented in applied chemical engineering will be revealed by the 25th Exposition of Chemical Industries at Philadelphia, Pa., next December 5 to 9 in the Commercial Museum and Convention Hall.

Harper's to Offer Perfume Selling Guide

Harper's Bazaar will issue a perfume selling guide which will be distributed to sales girls throughout the United States.

The guide has been designed to point up the fashion value of various

perfumes for individual personalities. It will also contain "selling sentences" for use by the sales girl and full color illustrations and a discussion of the three essential fragrances established by the beauty editors—floral, oriental and the leafy, mossy, woody scents.

Milwaukee Druggist Wins Cutex "Slightly Scarlet" Contest

Lawrence S. Cariveau, proprietor of Larry's Drug Store, Milwaukee, Wisc., was presented with a Ford Thunderbird by Northam Warren, Jr. as a prize for winning the Cutex "Slightly Scarlet" contest recently concluded by the Northam Warren Corp. The car was

Hazel-Atlas To Construct Plant in Chicago Area

J. H. McNash, president of Hazel-Atlas Glass Co., has announced the construction of a glass container plant in the Chicago, Ill. area. The new plant will be erected on the 75-acre tract of land now owned by the company located about 35 miles west of Chicago on the outskirts of the town of Plainfield, Ill. It is expected that the new plant will be in production in the early Fall of 1956.

Bradley Container Corp. Opens New York Office

Bradley Container Corp. has moved to larger office space at 655 Madison Ave., New York 21, N. Y. E. W. Smith, Ill. is sales manager in charge of the regional office.

Stick Deodorant in Swivel Stick Holder Introduced

A scented stick deodorant in a swivel stick holder which will retail at 69¢ has been introduced by the Andrew Jergens Co.

especially painted in the "Slightly Scarlet" color promoted by the company.

This contest was open to every retail druggist who merchandized and displayed the "Slightly Scarlet" color promotion in his store. Interest was so great that thousands of entries poured in from the 48 states and Hawaii, presenting many new and novel ideas which made the selection difficult.



Northam Warren, Jr., (seated left) vice president and general manager, Northam Warren Corp., receives the winning entry in the Cutex "Slightly Scarlet" contest for retail druggists from Harry Fraker, (seated center) president, Topics Publishing Co., Inc. Other judges in the contest were (left to right) Wayne Luther, president, Druggist Supply Corp.; and H. C. Nolen, vice president, McKesson & Robbins.

Pfizer Sends Drugs To Flood Areas

An emergency truck loaded with a \$50,000 supply of antibiotics and other drugs sent into the Connecticut flood areas by Chas. Pfizer & Co., Inc., of Brooklyn, August 23, helped replace drug store stocks damaged by water.



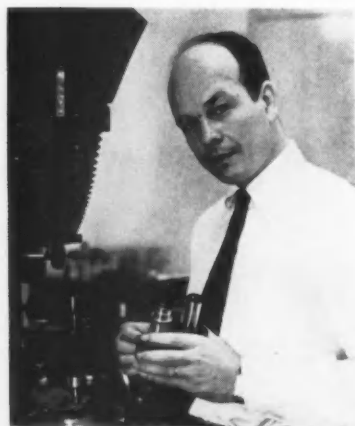
Jack Gregson, Mennen Company's host on the "Wednesday Night Fights" show (ABC-TV Network), flies his own plane on flying visits to Mennen customers throughout the country on his way to and from "Wednesday Night Fight" telecast cities every week. The plane (a Piper Tri-Pacer), is painted a bright "Mennen Green-and-White" and has been attracting attention in busy air terminals around the country.

Pharma-Craft President Appears On Dumont TV Program

Frank F. Bell, president of Pharma-Craft Corp., appeared on "Mr. Executive" (Conrad Nagel's television program) Sunday evening, August 21, in a particularly interesting program which showed the company's plant in operation.

Toni Microscopist Speaks At Chicago S. C. C. Meeting

The September 13 meeting of the Chicago Chapter of the Society of Cosmetic Chemists featured John Facq, microscopist with the Toni Co., who discussed "Uses of Microscopy and Photography in Cosmetic Research."



The subject covered primarily applications of microscopy to research problems as well as background of microscopic technique employed.

Mr. Facq has been associated with The Toni Co. as microscopist for the past five years. Prior to this he was a microscopist in the textile industry.

Peppermint Oil Outlook Good; Spearmint Poor

United States production of peppermint oil this year is expected to be considerably above that of 1954, but the outlook for spearmint is for a production total substantially below that of last year, the Crop Reporting Board of the Department of Agriculture reports on the basis of August 1 condition of the crops.

Production of peppermint in 1955 is forecast at 1,682,000 pounds of oil, which is 17 percent more than last year's crop. The increase is the result of an expansion in acreage in all producing states except Michigan, the board said.

Harvest of peppermint is starting a little later than last year because of delayed maturity resulting from cool spring weather. In Indiana, the condition of peppermint is poor and yields vary widely because of damage from late spring frosts. The peppermint crop in Michigan is in poor condition because of adverse spring weather. Stands are thin in the southern part of that state and weeds have been troublesome. In Wisconsin, peppermint has developed under more satisfactory climatic conditions and yield prospects are good.

In Oregon, weather during July was favorable for the development of mint. Insect infestation and rust are less severe than last year and yield prospects are good. The yield forecast for Oregon this year reflects, in part, a shift of acreage to high-yielding sections in the eastern part of the state. In Washington, July weather was favorable for mint but the crop still shows the effects of the cool spring in that section and yields are expected to be below those of 1954.

The forecast of production for spearmint, at an indicated 604,000 pounds of oil, is 36 percent smaller than last year's large crop. This drop is the result of a sharp decline in acreage in Indiana and Michigan and the lower yields expected in all states this year. In Indiana and Michigan, late frosts reduced stands and retarded plant growth, and spearmint is in poor condition with relatively low yields in prospect. In Washington, favorable July weather enabled spearmint to make good growth and partially re-

cover from the effects of low spring temperatures. Yields there are expected to be only slightly below those of 1954.

BIMS of Boston Hold Golf Outing

The BIMS of Boston held a golf outing at Vesper Country Club on August 18, and in spite of hurricane Diane, a number of golfers teed off. A delicious roast beef dinner was enjoyed by a large group including many guests from New York.

Golf prizes were won by: Jack Vandewater, George Moore, M. E. Nourse and V. A. Porter.

Door prizes were won by: E. C. Richardson, F. J. Hailer, Jr., Harry Morgan, C. T. Hoyer, S. Krystyniak, H. F. Coleman, R. F. Porter and W. M. McGrath.

Special prize of a television set was won by M. E. Nourse. Chairman Hart Harris, Jr., S. B. Penick & Co., announced that the final golf outing of the season was to be held on September 13 at Nashua Country Club, Nashua, N. H.

Food, Drug Officials Planning Anniversary

The Association of Food and Drug Officials is planning a special series of events next year to mark the fiftieth anniversary of the 1906 pure food and drugs act. The association will hold a special program next May 7 in conjunction with its annual meeting in New York and the organization's district units will also have anniversary programs at their meetings on different dates throughout 1956.

To coordinate activities, the association's anniversary committee has named Howard Prentice, vice-president of Corn Industries Research Foundation, to serve as industry coordinator. S. F. Riepma, president of the National Association of Margarine Manufacturers, is chairman of the food industry committee, and Adam H. Fiske, vice-president of Eli Lilly & Co., Indianapolis, Ind., is chairman of the drug and cosmetic industry committee, with S. L. Mayham, executive vice-president of the Toilet Goods Assn., as vice chairman.

Syntomatic Corp. Issues New Perfume Oil Catalog

Syntomatic Corp. has issued a new catalog covering perfume oils, perfume specialties, essential oils and aromatics.

A section of the catalog includes descriptions of the important specialties. Copies are available on request.

House of Tangee Aids Flood Victims

Employees of the House of Tangee contributed four-hundred-fifty pounds of needed supplies to the flood victims of the Northeast, according to an announcement made by John A. Cawley, president of the company.

This represented one hundred percent participation by the Tangee personnel, amounting to over four pounds per person, Mr. Cawley said.

Flood Damage at Knapp Did Not Affect Shipments

Research laboratories and offices of Knapp Products Inc., Lodi, N. J. were inundated by flood waters August 19 when heavy rains induced by Hurricane Diane caused considerable damage in New Jersey. However production and shipments were not affected, I. R. Hollenberg president, reports. The factory is located in a separate building on higher ground and escaped the ravages of the flood.

World-Wide Health Service For Industry Started

A new service called the International Survey for Pharmaceutical Development, which records worldwide conditions of health and disease and charts the type of pharmaceutical product and its forms which are most likely to meet acceptance abroad has been announced by Di Cyan & Brown. The firm will be assisted in the preparation of reports by a group of experienced personnel drawing data from its contacts with the cooperation of on-the-spot medical observers and public health officers in many parts of the world. It will be prepared to counsel industrial and institutional clients on specific products of potential interest to various countries and the forms in which they should be presented. The



Colgate-Palmolive's new office building in Louisville, Kentucky, is a completely air-conditioned, two-story structure which will serve 300 clerical workers. Designed and built by Kentucky firms, the new building features glass brick, aluminum and St. Meinard's stone. The office, which will be Colgate's billing and accounting center for 11 states, was opened formally August 17.

new service is designed to make possible development of pharmaceutical products consistent with the special therapeutic needs of a particular country and in keeping with its therapeutic vogue and its customs. It has been found in the past that the introduction of an American pharmaceutical product to a foreign country is frequently doomed to failure, unless such a product is within the practices of the therapeutic customs of the physicians of that country.

Chesebrough-Pond's To Use Radio-TV in Foreign Markets

Charles S. M. Quigley, newly appointed export ad manager of Chesebrough-Ponds, revealed recently that radio, movies and TV will play important parts in his company's foreign advertising.

Heavy use of radio by the company will be continued in India and advertising will continue to be used in motion picture theaters in various countries.

Coty Offers Pre-Wrapped Christmas Toiletries

Designed to eliminate gift wrapping, Coty's products in the Christmas gift line will be pre-wrapped this year, the toiletries manufacturer reports.

The new Christmas line, "Christmas Gaieties", will feature the use of golden ornaments. Sets of toiletry accessories will come mounted on satin linings inside golden branch motif boxes, or transparent cases with gold or silver ornaments and ribbons.

Electric Shaver Especially for Women Introduced

An electric shaver especially designed for women with a twin head one side of which is ground to shave the legs and the other side ground for under arm shaving has been introduced by Sunbeam Corp. It is about the size of a compact, comes in six pastel colors with a plastic case and retails for \$14.95.

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- Jasmin de Provence
- Muguet Fleurs A

* BOISOLENE

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Northam Warren Jr. Predicts Revolution in Toiletry Field

A revolution will take place in the merchandising of toilet goods during the next 20 years, predicted Northam Warren Jr., vice president and general manager of Northam Warren Corp. He made the prediction while speaking before a meeting of over 100 buyers at a meeting in the Cosmopolitan Hotel in Denver, Colorado.

Mr. Warren asserted that almost unlimited possibilities are offered in the development of the foreign markets where incomes are increasing and there is great interest in American products.

He also predicted that retailers will concentrate on fewer brands because of the difficulty in controlling stocks.

Mr. Warren spoke before a special breakfast scheduled by Denver Markets, Inc.

Court Holds That Breck, Brisk Trademarks Are Conflicting

The U. S. Court of Customs and Patent Appeals has held that there is enough similarity in overall appearance and sound of the competing hair products, 'Breck' and 'Brisk' to create doubt in the minds of the average purchaser, and accordingly has so ruled in reversing a U. S. Patent Office trademark decision, it has been reported.

The appeals court affirmed its opposition to a trademark application by the Armand Co., manufacturer of 'Brisk', in an opinion handed down by Judge Eugene Worley. The appeal was made by John H. Breck, Inc., maker of 'Breck' hair products.

Bourjois, maker of a perfume and cologne called 'Endearing', was also sustained in its opposition to the trademark application of a perfume made by Cecile Gagnon and known as 'Dear-to-Me'. Acting chief judge Ambrose O'Connell affirmed an earlier decision by the Commissioner of Patents which held that the trademarks are similar in sound because they both contain the word "dear."

Chemical Salesmen to Feature Panel Sessions

The fifth annual sales clinic of the Salesmen's Assn. of the American Chemical Industry will be held at the Roosevelt Hotel in New York, Oct. 21, in conjunction with the association's annual dinner.

The general theme of the clinic will be "Effective Selling of Chemicals." The morning session will feature four speakers and the afternoon will see four panel sessions running concurrently covering subjects of the morning discussions.

Dr. Henry B. Hass, president of Sugar Research Foundation, will talk at the dinner on "What Will You Be Selling Tomorrow?" The luncheon address will feature a talk by a speaker not yet decided upon, on "The Impact of the Chemical Industry on Today's Business."

The four morning speakers and their topics, are: Jack Klein, president of Klein Institute for Aptitude Testing, "Were You Born to Be an Effective Chemical Salesman?"; Robert A. Copel, manager of sales personnel development at Koppers Co., "How an Ordinary Fellow Becomes a Salesman"; W. Edward Keegan, sales manager for Shell Chemical Corp., "The District Office—How to Run It" and J. Warren Kinsman, vice president of E. I. du Pont de Nemours & Co., "You, The Salesman and Your Management."

The four panel sessions in the afternoon are: "The Individual Salesman," "Training for Chemical Salesmen—By Their Bosses and Themselves," "Administration of The District Office" and "Is Selling for Distributors Different."

Martin F. Schultes Memorial Golf Meet by BIMS

The annual Martin F. Schultes memorial golf tournament will be held at the Wykagyl Country Club, New Rochelle, N. Y. September 20. It may be attended only by members.

Nat'l. Bureau of Standards Opens Radiochemistry Lab

A new radiochemistry laboratory for use in preparing and distributing standard samples of radioactive materials has been established at the National Bureau of Standards. The laboratory will be operated by the Bureau's Radioactivity Section under the supervision of Dr. W. B. Mann. Facilities include equipment for remote control operations under chemical hoods, specially built lead and concrete protective shieldings, and a system for proper disposition of radioactivity from the exhausts of the chemical hoods. The resources of this laboratory are expected to expedite greatly the Bureau's program of radioactive sample distribution.

FDA May Seek Power to License Additives

It is rumored in Washington that the Food & Drug Administration is likely to ask for licensing powers over chemical additives when Congress starts hearings at the next session.

Barbasol Co. Changes Cash Discount Terms

The Barbasol Co. has changed its cash discount terms from two per cent-ten days, date of invoice, to two per cent 10 c. o. m.



(Left to Right) William Mennen, Jr., executive vice president of the Mennen Co., Morris Township, N. J., is joined by the "Clown Prince of Baseball" Al Schacht and Hall of Famer Al Simmons at the dedication recently of Mennen Field for the youngsters of the greater Morristown area. The Mennen Co. turned over part of its plant grounds to the Morris Township Recreation Committee for use by a community sponsored teen-age boys baseball league. The men's toiletries and baby products manufacturer has leased the property to the Township committee for \$1.00 a year and will maintain the baseball diamond according to league standards.

Udo Wolff Makes 10,000 Mile Auto Trip Throughout U. S.

Udo Wolff of F. Wolff & Sohn, Karlsruhe, Germany, and Mrs. Wolff sailed for home September 8 on the Maasdam following a visit of four months in the United States. Eight weeks of the time they spent here was taken up with a 10,000 mile automobile trip to all sections of the United States. During the



Mr. and Mrs. Wolff

trip they enjoyed a tour of Yellowstone Park and visited other natural wonders of the United States such as the Grand Canyon, Yosemite Park and Niagara Falls. Considerable time was spent in the principal cities such as Chicago, Detroit, Los Angeles, San Francisco, St. Louis, Pittsburgh, Philadelphia and New York. A highlight of the trip was the visit to Washington. In the industrial centers they visited some of the prominent soap and cosmetic companies as well as other manufacturing companies such as the River Rouge plant of the Ford Motor Co. In the

agricultural districts they had an excellent opportunity to witness modern farming as practiced in the United States. On his return from the trip Mr. Wolff commented favorably on the efficiency and enterprise in both industry and agriculture; and both he and Mrs. Wolff were delighted by the courtesy shown them everywhere during their extended stay in the United States. Mr. Wolff is the son of F. R. Wolff, one of the owners of F. Wolff & Sohn one of the largest soap manufacturing companies in Germany and the largest shaving cream manufacturer in Europe. The company also manufactures a line of cosmetics.

Procter & Gamble Report Record Sales for Fiscal Year

"Competitive conditions as keen as any in its 118-year history" did not hinder Procter & Gamble in having record sales for the past fiscal year.

For the year ending June 30, 1955, P&G reported consolidated net sales of \$965,797,159 compared with \$911,050,045 for the previous year. Consolidated net earnings were reported as \$57,471,371 compared with \$52,328,002 for the previous fiscal period.

R. R. Deupree, chairman, and Neil McElroy, president, in a joint letter to stockholders, credited increased ac-

ceptance of the company's established brands, the success of the new products and the growing strength of P&G's overseas operations as the main reasons for the sales record.

Colgate Consolidates Packaging Activities

Formation of a new integrated organization to consolidate all packaging activities of the Colgate-Palmolive Co.



W. T. Egan

and the appointment of W. T. Egan as director of packaging have been announced by William L. Sims, II, president.

Mr. Egan joined Colgate in 1916 and

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has been assistant research director since 1950. As director of packaging he will coordinate all packaging operations.

No FTC Changes Seen Likely Under New Chairman

There are no immediate changes seen in the near future as a result of president Eisenhower's recent appointment of Commissioner John W. Gwynne as Federal Trade Commission chairman and appointment of former South Dakota governor Sigurd Anderson as a member.

These two appointments came after the resignation of chairman Edward F. Howrey, who told the President that "I feel my job here is done."

A practitioner before the FTC, Mr. Howrey took office in 1953 with avowed intentions of making many changes in the commission.

The shift of top FTC personnel is expected to take place some time in September when Mr. Anderson takes the oath. Mr. Howrey is likely to return to his former law firm in Washington.

Pharma-Craft Corp. Acquires Two New Products

Pharma-Craft Corp. has acquired "Physicians and Surgeons Soap" from the Physicians Supply Co., Cincinnati, Ohio and "Surgeons' Lotion" from the Surgeon Lotion Co., Tulsa, Okla. to diversify its line. The company is well known as the manufacturer of "Fresh" and "Heed" deodorants.

Turner and Wagner Organize Aerosol Packaging Service

Seymour Turner and A. J. Wagner have announced the formation of the Aerosol Packaging Service, as a division of Sun-Lac Inc., with sales offices at 254 Park Ave., Newark 7, N. J.

Both Messrs. Turner and Wagner were among the pioneers in the application of the aerosol technique to glass bottles. Their combined efforts led to the introduction of fragrance, toilet water and perfume to the self-spray package, which has, in the short space of two years, become a regular item in many of the popular lines.

The new expanded production facilities have been designed to aerosol package toilet waters, perfumes, cosmetics, pharmaceuticals and such other products which demand close tolerance, quality control and continuity.

Specially designed high-speed multi-station filling equipment is used, the concern states to package aerosols in metal, plastic, nylon and glass containers.

Prices of Jasmin, Tuberose and Jonquil Fixed In Grasse

As in previous years, the Committee of the G.I.F.P.A. met last month to examine the jasmin harvest situation, which seems to be good.

After an exchange of views between the representatives of the industrial perfumers and the flower producers, the price was fixed at 525 francs per kilo, against 485 the year before, for a quantity up to 720,000 kilos which is a margin of 50,000 kilos over the 1954 harvest.

The gatherers will be paid at the rate of 190 francs per kilo, against 175 francs in 1954, and the harvest will be stopped on October 10.

At the same meeting, the price of tuberose was set at 700 francs per kilo, and jonquil at 450 francs.

The question of importation of the jasmin concrete from Italy, on a quota system that has been applied since 1950, led to a heated discussion, and it was finally decided that the importation for this harvest would be free.

In August lavender and lavandin were harvested.

For lavender, the distillation begins with an insignificant stock. If the market is light because of large purchases by the Grasse houses during the last months of 1954 and the first third of the present year, the distillers show little inclination to make concessions, and the impression is gaining that the prices will not be dropped. The exact direction will not be known for another month, when the results of the distillation will be available; and it is known whether or not there are still some stocks in the hands of the perfumers, as well as the size of the market and the extent of the orders still to be filled.

On the other hand, for lavandin the situation is less firm. There is still on the market an unsold remaining stock which is not negligible, and the new harvest, which is predicted to be large, could bring the prices down.

Otherwise, the market in essential oils is quiet. There is little business, and the fluctuations of the market affect few products.

Geranium Bourbon at 11,000 francs per kilo, *café*, is hard to obtain.

The peppermint production is being distilled, and it is possible to obtain a good quality on the basis of 6600 francs per kilo.

The harvest of pennyroyal was small in Spain and Tunisia; only Morocco has distilled quantities that were rapidly purchased by the users, all of which caused a price rise to 1600 francs per kilo at the distillery.

Oil of neroli bigarade from the last harvest was easily placed, despite its

price which varied from 200 to 210,000 francs per kilo. This oil, which at one time was in a difficult situation, is now in a healthy state.—*from our Grasse correspondent.*

Two New Divisions for Prince Matchabelli Inc.

Prince Matchabelli Inc. has organized a Cosmetic Products division and is now offering the first of a line of cosmetic specialties to be marketed by it. The company has also organized a subsidiary, Simonetta Inc. to distribute Simonetta Italian perfumes in the United States. The first of such perfumes is Incanto. Both the new division and the subsidiary operate from the New York office of Prince Matchabelli.

New Service for American Export Trade

A group headed by Roberto Heurtematte, former Ambassador to the United States has established Overseas Management Co. of Panama Inc., Apartado 1884, Panama City, R. P. to render service to United States manufacturers and exporters in connection with their Latin American trade. The new agency will not handle direct marketing activities of its principals but will undertake the responsibility for correct documentary procedure besides receiving, warehousing, processing and reshipping goods in accordance with clients' instructions. Offices in New York are maintained at 70 Pine St. and in San Francisco at 465 California St.

Helen Neushaefer Inc. Employees Enjoy Rigors of Rye

Employees of Helen Neushaefer Inc., College Point, N. Y. enjoyed the recreation available in Playland, Rye, N. Y. August 26 as the guest of the President Helen Neushaefer. All reported a strenuous and grand time.

Cosmetic Advertising Will Almost Double in a Decade Says Whitney

In the cosmetic, soap and drug fields the latest available figures show that 53 companies in the million dollar a year plus advertising class are spending at an annual rate of \$249 million. If these products follow the pattern predicted for all industries, advertising expenditures by these 53 companies will total \$456 million in 1965 according to Elwood Whitney, executive vice president of Foote, Cone & Belding. Mr. Whitney was the business analyst at the annual meeting of the Fragrance Foundation where he presented some stimulating ideas to promote the sales of perfume.

Philadelphia College of Pharm. Offers Radioisotopes Course

Another radioisotopes course is being planned for the fall semester at the Philadelphia College of Pharmacy and Science. Conducted again in the department of chemistry under the direction of Dr. Arthur Osol and Dr. Grafton D. Chase, it will be limited to 15 persons, and restricted to hospital pharmacists.

The Philadelphia Hospital Pharmacists Assn., through Basil P. Ketcham and Herbert L. Flack, is sponsoring the course, which will commence on Monday, October 31, and continue with morning and afternoon classes through Friday, November 11. Details and application data may be obtained from the college registrar. The fee is \$75.

Botany Purchase of Rolley, Inc. Approved by Board of Directors

The proposed acquisition of Rolley, Inc., of San Francisco by Botany Mills, Inc., at a price of two million dollars, has been announced by A. M. Sonnabend, president and chairman of the board of Botany.

The proposal has been approved by the board of directors of both companies. It is expected that the acquisition will become effective October 1, 1955.

The Rolley Co. are manufacturers and distributors of cosmetics and perfumes. Its principal product is the nationally-advertised "Sea and Ski" suntan lotion.

Mr. C. A. Rolley, president of Rolley, is presently in Switzerland arranging for sales in that country and other parts of Europe. "Sea and Ski" has already achieved distribution and acceptance outside the United States, in Canada, Mexico, Cuba and Hawaii.

Stern, Douglass & Co., Inc., of San Francisco, members of the New York and San Francisco stock exchanges, negotiated the purchase.

Chicago Perfumery, Soap & Extract Assn. To Hold Lunch

The first of the fall luncheons of the Chicago Perfumery, Soap & Extract Assn. will be held September 20 at 12:00 noon at the Illinois Athletic Club.

The guest speaker will be Dr. Herman N. Bundesen, president, Board of Health, city of Chicago. Dr. Bundesen's theme will be the much discussed subject, "The Polio Controversy and Its Effect Upon You."

Industry Growth Through NBBMA Convention Theme

Revlon's Robert R. Hoffman, re-

ected NBBMA president, at the 14th annual convention of the NBBMA, emphasized the beauty and barber industry's potential for growth is limitless, now that organizations, representing the various segments, are tackling industry problems with wholehearted cooperation, based on mutual confidence.

Treasurer Harold F. Bertrand reported NBBMA now enjoys a sound financial position. Attendance at the convention business meeting was up one-third, while attendance at the convention luncheon and dinner party was on a par with last year.

Karl H. Mamlock, Turner Hall Corp., in his address "What Permanent Waving Means To You," pointed out how permanent waving affects every segment of the industry and stated if permanent waving volume is off, then business declines all along the line—at the manufacturing, jobbing and shop levels. To combat hair styles detrimental to the professional permanent waving field, Mr. Mamlock emphasized an effective publicity program must be put into effect, supported by all industry segments, to convince milady that "She will look younger and feel younger—with a wave in her hair."

Miriam Cordwell described "How Hairstyles Are Created" for the Ameri-

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can woman, through the Official Hair Fashion Committee of the N. H. C. A., of which she is immediate past chairman. She stated OHFC was created for the purpose of designing advanced hair fashions, co-relative with the fashion silhouette, and its function is to promote profitable and becoming hair styles on a local, state-wide and national level. The Coiffure Creation Council, a subcommittee of the OHFC, constantly correlates all fashion sources for seasonal trends, including seminars with designers and milliners.

With this information, the CCC determines a trend, which will be "the top of fashion" and harmoniously delineated to complement the fashion silhouette, and submits its findings to the OHFC. Prior to their release, each member uses a model to present individualized interpretations of the trend, at a workshop, conducted by OHFC. Following this, the OHFC decides on what trends should be released.

Mrs. Cordwell stressed that permanent waving and hair coloring are important parts of the fashion picture, as promoted by the OHFC.

The convention business meeting was highlighted by committee reports on NBBMA's activities dealing with operator recruitment; cooperation with the Dealer's Institute, trade shows, National Beauty Salon Week; freight matters and hair styles.

Jacob Reck, NBBMA counsel, reported on federal legislation and, also, recent developments in the F. D. A. in regard to hair dye patch testing and the need for including a caution to wear rubber gloves in cold waving packages.

New NBBMA directors elected are: Mrs. Harry Fidel, Walter C. Smith, and C. P. "Jim" Prosser.

Officers elected for 1955-56 were: president, Robert R. Hoffman; 1st vice president, Ben F. Breslauer; 2nd vice president, Frank Rosendahl; 3rd vice president, Clarence O. Long; 4th vice president, Mark L. Arend; 5th vice president, Harold D. Baldrige; secretary, Eleanor J. Murphy and treasurer, Harold F. Bertrand.

Directors are: Victor Arnao, Arthur M. Arthur, George Barrie, Jerome B. Bonat, Edward J. Breck, W. H. H. Davis, Mrs. Harry Fidel, Max C. Fogel, Gene Foss, Richard L. Gelb, Jule Gordon, James F. Gray, Edward Karp, Karl H. Mamlock, Mrs. M. S. Mattson, James R. Miller, Louis Naidech, Sheldon R. Odell, Arthur S. Posner, C. P. Prosser, Frank J. Schaidler, Walter C. Smith, Phil D. Spaeth, Richard W. Stephan, C. Van Housen, J. H. Welsh and Ira S. Wilson.

Executive vice president and counsel is Jacob Reck, and executive secretary is Martha Wood.

Charles Antell Launches Heaviest Ad Campaign

With summer sales showing a record-breaking trend, Charles Antell has just launched the hardest-hitting fall and winter advertising program in its history.

Kingsize ads in *This Week*, *Parade* and the *New York News Sunday Magazine* head the campaign now breaking. Antell's hair and scalp conditioner, Formula 9 with Super-Lanolin, is featured in the new 59¢ size, with the headline theme "The Little Jar That Started A Revolution." Charles Antell Super-Lanolin Shampoo and Hair Spray are also boosted with hard-sell technique in the new campaign.

The expanded media schedule includes larger-space, color ads to appear in many of the nation's leading consumer magazines, including *Charm*, *Seventeen* and *Ebony*. The campaign has been designed to impress all age groups of both sexes.

Network radio will continue as a principal medium throughout the fall months. Antell will continue full participation on the new week-end program, "Monitor," carried by 197 stations on NBC-TV. All Antell products will be plugged by Ern Westmore, renowned Hollywood glamour authority and star of his own network TV show for Charles Antell.

Also planned is liberal use of local TV spots to push Antell sales in strategic areas throughout its marketing territory.

Coordinated with the front-line campaign will be new point-of-sale material and unique new merchandising aids, as well as new Antell packaging design.

Morningstar, Nicol Develops New Karaya Gum

"Dispersized" karaya gum has been developed by Morningstar, Nicol, Inc., New York, to overcome the difficulty of wetting the powdered, water-soluble material. Retaining its pH and viscosity characteristics, the gum differs only in its dispersion or wetting out properties, the producer reported. To obtain maximum viscosity, the "Dispersized" karaya is sprinkled in water with slight agitation, wetting out all particles uniformly. By using this new development, it is claimed that stock solution, made up in advance of actual usage, is no longer necessary. Also, the easy wetability of the new product in cold water suggests its value in frozen desserts or as an ice stabilizer to assist in control of ice crystallization, according to Morningstar.

Two New Chemical Elements Produced by H-Bomb Blast

Two new chemical elements were

produced by the first full-scale hydrogen bomb explosion in the Pacific ocean in late 1952, it was announced by atomic scientists last week. The new elements are number ninety-nine and number 100 in the list of elements. Names suggested for them by the researchers are einsteinium for element ninety-nine and fermium for element 100 in honor of Dr. Albert Einstein and Dr. Enrico Fermi.

The cooperative experiments that produced the new elements were described by three groups:—The University of California Radiation Laboratory, and two Atomic Energy Commission laboratories, those at Argonne, Ill., and at Los Alamos, N. M.

Westinghouse Drops Fair Trade As "Unenforceable"

Westinghouse Electric Corp. apologetically ditched fair trade September 1. Retailers may now charge what they wish for Westinghouse electric housewares and bed coverings.

"Actually, we believe in fair trade, but under present conditions do not believe it is workable," John J. Anderson, portable appliance manager, announced. "As conditions change in the future, our price policy may also change."

The defection of Westinghouse leaves General Electric and Sunbeam Corp. as the major backers of fair trade in the appliance industry. However, Proctor Electric Co. and McGraw Electric Co. also maintain fair trade programs.

In explaining Westinghouse's move, Mr. Anderson pointed out that fair trade has become "increasingly unenforceable" as a result of:

1. Cut-price selling by discount houses and other stores.
2. Catalog selling from non-fair trade states into fair trade states.
3. Refusal of some states to uphold fair trade laws.

Fair trade pacts between manufacturers and retailers have been ruled unconstitutional by courts in Nebraska, South Carolina, Utah and Kansas. Non-signer clauses—binding all retailers to sell at a stipulated price if only one retailer signs a pact—have been ruled unconstitutional in Michigan, Georgia, Colorado, Virginia and Oregon.

The South Carolina fair trade law was overthrown in July in a case brought by a discount house against Westinghouse.

Westinghouse will now deliver its appliances with suggested retail prices. At the same time, the company announced price increases ranging from 4% to 10% on its toasters, sandwich grill and waffle, and fans.

Obituary

Gideo Pitigilani

Gideo Pitigilani chief chemist for the American Beverage Co. died at his home August 25 at the age of 65 years. He had been associated with the company for fifty years. He is survived by his son.

Charles A. Myers

Charles A. Myers, for many years associated with Dodge & Olcott Inc. in charge of the factory in Bayonne, N. J. and for a year president of the company before his retirement, died recently. He is survived by his widow.

Mrs. Warren B. Dennis Jr.

Mrs. Warren Dennis, wife of Warren B. Dennis, Jr., Shulton, Inc. who is secretary of the New York Chapter of the Society of Cosmetic Chemists died August 16 following a prolonged illness. She is survived by her husband and a daughter.

Dr. Eugene L. Maines

Dr. Eugene L. Maines, research director for the Veltex Co., Birmingham,

Ala. died August 12 at the age of 60 years following a heart attack. Dr. Maines was widely known and beloved throughout the allied industries. He was well versed in all scientific branches of the cosmetic, flavor, medical, chemical and pharmaceutical industries. He took his M.D. degree from Columbia University; his Ph.D. from the University of Pennsylvania; his PhC. from the Philadelphia College of Pharmacy and his doctorate in pharmacy from the Midco Chirurgical College, now a post graduate school of the University of Pennsylvania; and also did special work at the College of the City of New York. Prior to joining the Veltex Co. he had served as chief chemist for the Bristol-Myers Co.; chief chemist for J. L. Hopkins & Co.; director of manufacturing laboratories for Lehn & Fink; chief chemist for Strong, Cobb & Co.; research director for Brewer & Co.; new product development director of Wyeth Inc. and executive vice president for the Pharmaceutical Products Co. His home was in Rutland, Mass. He is survived by his widow, Mrs. Ann Maines, and a brother the Rev. Walter Maines of Horse Cave, N. Y.

Joseph M. Nester

Joseph M. Nester, president of Obear-Nester Glass Co. and past presi-

dent of the Glass Container Manufacturers Institute, Inc., died at Barnes hospital in St. Louis on August 22, following a five-month illness.

Mr. Nester, 37, had been president of the company since January 1, 1949, and of the Lincoln Container Corp. of Lincoln, Ill., since July of 1952.

There is hardly anything in the word some one cannot make a little worse and sell a little cheaper and people who consider price only are his lawful prey.—*Ruskin.*

This will be a year with a static, safe economy instead of a boom because business men are lazy. It will bring mild economic improvement of not more than 3% or at the outset 5%. There is not the slightest danger of an economic collapse.—*Leo Cherne, Research Institute of America.*

We hardly find any persons of good sense save those who agree with us.—*La Rochefoucauld.*


Arts and sciences are not cast in a mould, but are formed and perfected by degrees, by often handling and polishing, as bears leisurely lick their cubs into form.—*Montaigne.*

Many go out for wood, and come home shorn themselves.—*Cervantes.*

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* SeaKem is the registered trademark for the standardized hydrocolloids obtained from Irish Moss by the Seaplant Chemical Corporation. Extracted and refined by rigidly controlled processes which insure dependable uniformity and purity, SeaKem Colloids are contributing importantly to a variety of drug, cosmetic and pharmaceutical products. In addition to their unique effectiveness in a wide range of stabilizing functions, SeaKem Irish Moss extractives possess interesting emollient and demulcent properties.

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Seaplant CHEMICAL CORPORATION
63 David Street, New Bedford, Mass.




Among Our Friends

JAMES HARDWICKE, JR. has been appointed senior research chemist in the Organic Research and Development Section of the Shulton Chemical Laboratories. Mr. Hardwicke holds a Ph. D. from Northwestern University, and a B. S. from the University of North Carolina. Prior to joining Shulton on August 1, he was associated for four years with the Tennessee Eastman Co., Kingsport, Tenn., as a research chemist.

DON SACK has been appointed to the newly created position of sales administrator of Lanolin Plus, Inc. Mr. Sack joins the company from Jules



Don Sack

Montenier, Inc., where he served as assistant sales manager. Prior to this he was with Helene Curtis Industries.

DAVIS FACTOR, board chairman of Max Factor & Co., returned to his Hollywood office August 15 after a two month's business and pleasure tour of

Europe. Mr. Factor was extremely enthusiastic over the business outlook for the balance of this year in all of his company's export markets. During his trip he visited his branch managers and distributors in England, France, Italy, Switzerland, Germany, Belgium, Holland, Denmark, and Sweden, and reported that Max Factor products in these countries are now enjoying the greatest volume of sales of any previous period in the firm's history. Mr. Factor was accompanied on his tour by his wife and their daughter, Lita, and son-in-law, Robert Silverstein, who is president of the Eldon Manufacturing Co., a Los Angeles plastics manufacturing plant.

KENNETH FREEDMAN has been appointed assistant sales manager of the Lady Esther Co. Mr. Freedman has for the past three years been midwest regional sales representative for Lady Esther.

SILVI SEYMORE has been appointed advertising production manager of Yardley of London, Inc. Miss Seymore was formerly with Cannon Mills in the sales promotion and advertising department. Miss Seymore will work in the firm's New York headquarters, replacing Marilyn Cottone who recently resigned.

MALCOLM BARMAN has been appointed general credit manager of Park & Tilford Distillers Corp. and its manufacturing subsidiary for Tintex home dyes, Park & Tilford toiletries and Winx eye cosmetics.

KENNETH H. McCOTTER has been promoted to factory manager at the Bloomfield, N. J. plant of the Lehn & Fink Products Corp. Formerly production manager at Bloomfield, Mr. McCotter will supervise manufacturing operations in his new position, including planning, scheduling, plant purchasing, inventory control, industrial engineering, and maintenance. He joined the production staff of Lehn &



K. H. McCotter

Fink in March, 1948, rose to assistant factory manager that year, and to production superintendent in 1950. The following year he became production manager.

ROY W. HAGELIN has been added to the sales staff of P. R. Dreyer Inc. Mr. Hagelin was formerly with Dodge & Olcott in a sales capacity and also was manager of the essential oil division of S. B. Penick Co. He has covered the Eastern United States for a number of years and will continue to do so in his new connection.

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H. P. MORRIS has been appointed Tussy divisional manager in charge of the states of North Carolina, South Carolina, Virginia and Tennessee. He



H. P. Morris

will be assisted by junior sales representatives MARTHA FOSTER, CORA COLBERT and DONALD L. HELMS. Prior to his new appointment, Mr. Morris had been sales representative for Tussy covering the southwestern territory.

FRANCOIS d'AURIAC of Anciens Etablissements Bing Fils, Paris, France who has been in the United States for three months as a member of the commission of I. C. A. returned to France September 4. While here the commission visited numerous plants in Boston, Chicago, New York, and other commercial centers where Mr. d'Auriac reported that a cordial reception was extended to the commission. It was Mr. d'Auriac's first visit to the United States.

ADOLPH DINGFELDER has been appointed sales manager of Felton Chemical Co. of Brooklyn, N. Y. Mr. Dingfelder joined Felton five years ago as an executive in the export department.

LEONARD J. VIOLA has been appointed director of research and development for Caryl Richards, Inc., New York, manufacturers of professional beauty products. Prior to his



Leonard J. Viola

joining the Caryl Richards company, Mr. Viola held the position of research

chemist with Richard Hudnut, Inc. for three years. While there he did research on permanent waving of human hair, hair dyes and hair conditioners. Before Hudnut he held a similar position with Alexander Smith, Inc. where he did research on chemical modification of synthetic fibers. He is presently an active member of the American Chemical Society, the Society of Cosmetic Chemists and the Division of High Polymers of the American Chemical Society.

BRAD YORK, with McCall's since 1953, has become the magazine's manager of Drugs and Toiletries advertising.

DR. PAUL L. WERMER has been named vice president and director of product development for Warner-Chilcott Laboratories. For the past six years, Dr. Wermer has been associated with the Council on Pharmacy and Chemistry of the American Medical



Dr. Paul L. Wermer

Association. He also served as secretary for the A. M. A. Committee on Research and as secretary of the A. M. A. Committee on Blood.

JAC POLAK, chairman of the board and ERNEST POLAK, research director of Polak's Frutal Works, are in Europe visiting the company's plants in Holland, France and England. As manufacturers of essential oils, aromatic chemicals and flavoring materials, Polak's maintains a constant exchange of ideas and technical data between their plants in Europe and the head office located in Middletown, N.Y.

HAROLD TUERS has been named director of advertising for Charles Antell, Inc. Mr. Tuers was formerly advertising manager for Harriet Hubbard Ayer, ErnomLazlo Co., Elizabeth Arden and Richard Hudnut. As director of advertising for Antell, Mr. Tuers supervises all advertising activities for all Antell products.

KERMIT G. WELTON has joined the Mennen Co. as Southern regional sales manager. His headquarters will be in Dallas, Texas. Mr. Welton comes to



Kermit G. Welton

Mennen from the Purepac Corp., Atlanta, Ga., where he held the post of Western regional sales manager in California. He will be responsible for Mennen sales volume in fourteen area states making up the Southern region.

MISS PATRICIA ANN LEVI, daughter of Mr. and Mrs. LEON H. LEVI (he is a vice president of Max Factor & Co.), became the bride of HART ISAACS, Jr., August 26 in Beverly Hills, Calif. Mrs. Isaacs Jr., a graduate of Beverly Hills High School, who has just completed her sophomore year at the University of Redlands, is an Alpha Sigma Pi. A member of one of Los Angeles' oldest pioneer families, her great, great grandfather, Harris Newmark, first came to Los Angeles in 1853 and the family has lived in that city ever since. Hart Isaacs Jr., who is the son of Mrs. Josephine Isaacs and Hart Isaacs, Sr., will return to medical school at Stanford University in the fall.

DR. LINWOOD F. TICE, assistant dean and director of the School of Pharmacy at the Philadelphia College of Pharmacy, and Science editor of the American Medical Journal of Pharmacy, and president of the American Assn. of Colleges of Pharmacy will be honored by the College at a dinner at the Drake hotel, Philadelphia, November 5.

CRAIG BENSON has been named director of merchandising of the Campana Sales Co. of Batavia, Ill. Until recently, Mr. Benson served as an account executive with the Fitzmorris Advertising Agency in Chicago. For a number of years, prior to going into the agency business, he was associated with the Rennel Co. of Chicago, manufacturers of proprietary medicines, as head of their advertising and merchandising departments.

JOHN L. BRICKER has been appointed director of merchandising for the Toilet Article Department of Colgate-Palmolive Co. Mr. Bricker has held a series of sales and merchandising



John L. Bricker

positions with Colgate since he joined the firm in 1919. He has also been vice president, director of advertising and merchandising of E. J. Brach & Sons, Chicago candy manufacturers, and an account executive with Young & Rubicam.

DR. CHARLES FUCHS, formerly chief chemist of Emulsol Chemical Corp., division of Witco Chemical Co., has been elected to position of vice president in charge of research and development.

KENNETH G. VOORHEES and IVON H. BUDD, president and first vice president respectively of Ungerer & Co., sailed for Europe on September 3 on the U.S. "Liberte." While abroad, they will inspect the facilities of the Ungerer-Vidal Charvet Paris office and contact several of the company's European sources and customers. According to present plans, they are scheduled to return early in October.

DR. EMERY D. ROBERT has been chief chemist and director of research for the Lady Esther division of Zonite Products Corp. MARTIN LARSEN

has been appointed midwest representative of the company.

SOLOMON EPSTEIN, executive vice president of Emulsol Chemical Corp., division of Witco Chemical Co., has been assigned the duties of general manager of the company.

WILLIAM R. TIERNEY marketing director of Clairol, Inc. is a former semi-professional ball player, gymnasium instructor, radio performer, newspaperman and an ex-college crooner. He was graduated from Arnold College in 1931.

A. J. ELIAS, merchandising director of the Alfred D. McKelvy Co., manufacturers of Seaforth toiletries, has been elected a vice president of the company.

JOHN DOWLING has been promoted to field sales manager for the United States in charge of the Gourielli line of cosmetics, for Helena Rubinstein, Inc. Mr. Dowling was formerly



John Dowling

district sales representative working out of Atlanta, Ga. Taking Mr. Dowling's place is JOSEPH FOLIO whose headquarters will also be in Atlanta.

LOUIS GAMPERT, vice president of the Felton Chemical Co., Inc., has accepted the chairmanship of the Essential Oils division in the \$400,000 Golden Jubilee fund-raising campaign for the Travelers Aid Society of New York, it has been announced.

SAVERY F. CONEYBEAR, director of research, Colgate-Palmolive Co. will be the guest speaker at a symposium on "How to Buy and Sell Consulting Services" to be held on the date of the annual meeting of the Association of Consulting Chemists and Chemical Engineers Inc. at the Belmont Plaza Hotel, New York, N. Y. October 25 at 5 p.m. RICHARD L. MOORE, director of public relations for Foster D. Snell Inc. will be moderator. There will be audience participation and discussion at the symposium. Letterhead reservations with \$10 per person remittance must be received not later than October 21 by the association.

MISS SOLIA DOLEGA of Artez Westerlay, cosmetic manufacturers of Buenos Aires, Argentina was a recent visitor to the United States where she called on the trade in the New York metropolitan area, following her return from a six weeks trip to Europe.

MISS BETTY D. THORNTON has been appointed representative for Estee Lauder in North and South Carolina, Georgia and Florida.

MISS THELMA HOLLAND, advisor on beauty aids and treatments to Queen Elizabeth of England, is writing a series of articles for the American Weekly which are being published this Autumn.

MISS JACQUELINE COCHRANE, founder and head of the cosmetic company which bears her name as well as Parfums Charbert, was the subject of an article in the August issue of Reader's Digest. It described her rise to fame and fortune particularly as an airplane pilot and the only woman who has broken through the sound barrier.

SIDNEY PICKER, formerly of the old Trece Laboratories, Miners, Inc. and the old Crystal Chemical Co. cosmetic manufacturers, is now vice president of the Elm City Rubber Co. manufacturers of baby pants.

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Market Report

Essential Oil Sales Increase

Sales volume in essential oils and aromatic chemicals is continuing to run slightly ahead of that noted a year ago and in some instances the value of sales for the first half of this year has run as much as 15 percent above the same period a year ago. Following an exceedingly good start at the beginning of the year, sales leveled off somewhat

during the second quarter because of a downward price trend in some basic items. The hesitancy on the part of some large buyers over the past few months has tended to give additional support to the optimism that prevails regarding trade over the final months of the year due to depleted stocks.

PRICE CHANGES

| ADVANCES | CURRENT | PREVIOUS |
|-----------------------------|---------------------|--------------------|
| Tallow, fancy | 0.077 $\frac{7}{8}$ | 0.07 $\frac{1}{2}$ |
| Oil ginger | \$16.00 | \$15.50 |
| Gum rosin, Mary, cwt | \$9.45 | \$9.00 |
| Spermaceti wax— | | |
| cakes | 0.29 | 0.27 $\frac{1}{2}$ |
| blocks | 0.30 | 0.28 $\frac{1}{2}$ |
| Menthol, Japanese | \$13.50 | \$13.00 |
| Butyl lactate | 0.47 | 0.40 |
| Oil Citronella, Formosan | \$2.00 | \$1.85 |
| Oil sandalwood, East Indian | \$18.50 | \$15.00 |
| Oil spearmint | \$1.35 | \$1.30 |
| Oil palmarosa | \$9.50 | \$8.75 |
| DECLINES | | |
| Methyl heptenone | \$6.95 | \$7.20 |
| Oil peppermint— | | |
| Natural | \$7.00 | \$7.25 |
| Redistilled, U.S.P. | \$7.50 | \$7.85 |
| Oil lemongrass | \$1.85 | \$2.00 |
| Caffeine | | |
| Anhydrous | \$3.90 | \$3.35 |
| Hydrous | \$2.80 | \$3.15 |
| Citrate | \$2.70 | \$2.90 |
| Oil vetivert, Haitian | \$9.75 | \$10.85 |
| Citral | \$4.35 | \$4.65 |

Prices per pound unless otherwise specified.

Chemical Trend Mixed—

The price trend in several chemicals was rather mixed over the past month. Citrates remained steady to firm but because of competition from abroad, major producers of synthetic caffeine reduced prices 35¢ per pound to the basis of \$3 per pound for the anhydrous grade and \$2.80 for hydrous material. Simultaneously, caffeine citrate dropped 20¢ to the basis of \$2.70 a pound. Tartaric acid and cream of tartar displayed considerable strength. Active seasonal demands accompanied by mounting basic material costs were fac-

tors behind the generally strong tone in the market. Lanoline was firm and active with producers looking forward to more pressing demands for the article with the advent of the Fall season.

Butyl Lactate Higher—

Butyl lactate which is used in aromatics was boosted 7¢ a pound to reflect higher costs. It was the first change to take place in some time. The advance established the new tankcar price at 40¢ a pound. Carlot and less carlot prices were moved up to 42¢ and 47¢ per pound, respectively.

Citral, Ionones Easier—

Due to more favorable costs of lemongrass oil, citral and several other derivatives displayed an easier tone over the past month. Demand for citral was reported as spotty since most buyers were inclined to proceed cautiously for fear of a further decline in prices. Another derivative of lemongrass oil methyl heptenone was lowered 25¢ per pound to \$6.95.

Mint Oils Unsettled—

The situation in mint oils proved highly unsettled over the past month. Spearmint oil prices edged higher despite the approach of another producing season, while peppermint prices lost ground. The drop in peppermint oil was not regarded as severe. It was somewhat of a surprise to some trade observers however in the face of the extremely small carryover of oil from last season and also because of the fact that high test peppermint oil had been in extremely light supply for many months. A portion of the rise in spearmint was traced to reports to the effect that less oil is likely to be produced this year. Several very large consumers have already purchased good quantities of new crop spearmint oil, thus it is feared that only very small quantities of oil from this year's production will be available in the open market.

Spermaceti Advancing—

Carnauba waxes were firm, and because of higher costs as well as a tightening in the supply of the basic material, spermaceti wax moved up 1 $\frac{1}{2}$ ¢ per pound. Although the volume of sales of spermaceti is not particularly heavy, nevertheless fairly good quantities are used in the cosmetic trade. In carnauba wax, there was a general tightening in the supply position of the market especially in the yellow grades.

Menthol Quiet—

Demand for menthol remained quiet over the past month. Stocks of Brazilian menthol were in firm hands, however, with sellers in most instances being content to mark time in the hope of a seasonal upturn in buying this month. Meanwhile, Formosan citronella oil turned firmer which could possibly have a firmer influence upon USP, synthetic menthol. After dipping to \$13 the market for Japanese material turned firmer with duty paid prices moving up to \$13.50 to \$14 per pound.

Glycerin More Active—

Demand for refined glycerin turned more active. Increasing arrivals of crude material from Japan, Argentine and other foreign sources would normally be expected to ease the supply position. The period is about at hand however when consumption improves.

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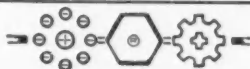
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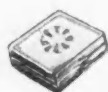
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